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# AMERICAN NURSERYMAN

*The Nurseryman's Forte: To Make America More Beautiful and Fruitful*

MAY 15, 1952



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# AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

*The Nurseryman's Forte: To Make America More Beautiful and Fruitful*

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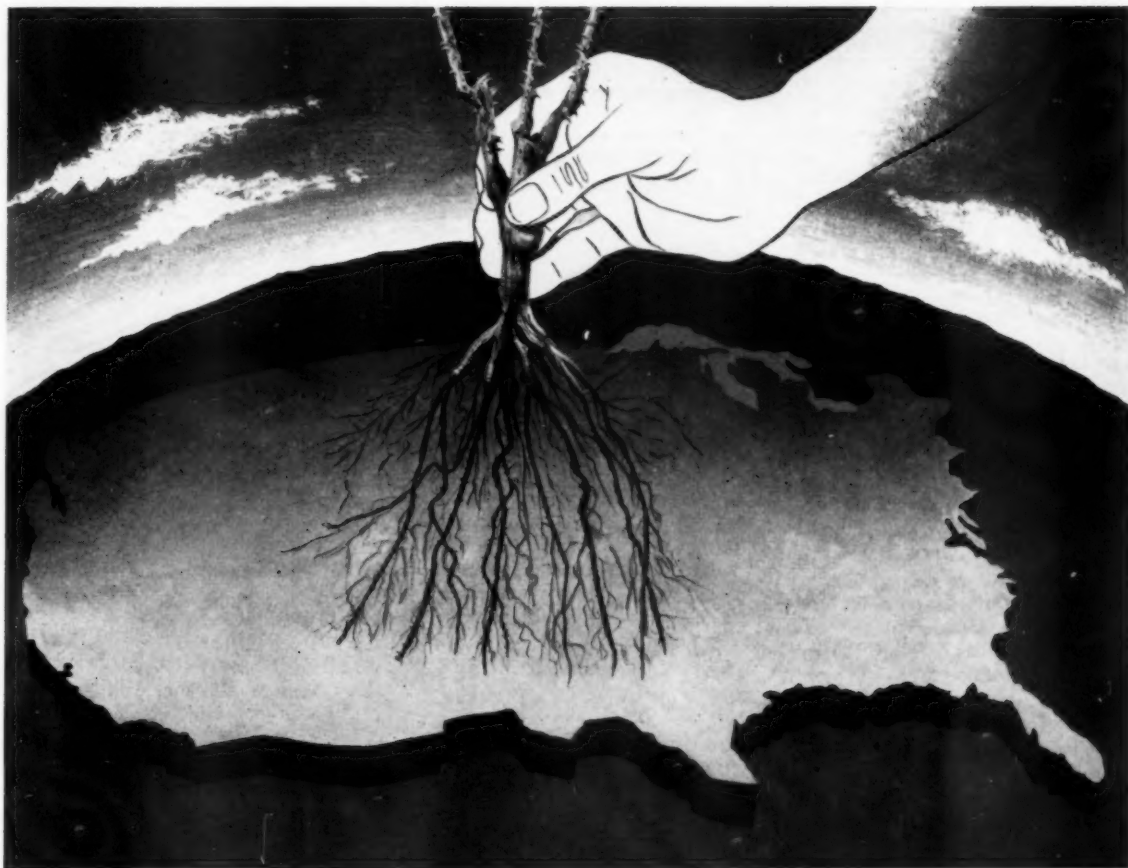
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Forms for the June 15 issue will close Monday, May 26.

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# AMERICAN NURSERYMAN

F. R. KILNER, *Editor and Publisher*

Kenneth A. Brent, *Managing Editor*

## Editorial

### TREES OR SIGNBOARDS?

While civic organizations and garden clubs are meeting some success in their efforts to keep signboards from marring the landscape along our highways, a frontal attack in the reverse direction is reported at Kansas City, Mo.

The board of park commissioners there took under advisement last month the proposal of a local outdoor advertising display company to trim, transplant or remove trees which obstruct outdoor advertising locations.

Particularly, the advertising company asked the trimming or removal of trees at six locations where it was asserted that sign displays were obstructed from view.

In a further suggestion for a city-wide program, the company proposed that the board delegate to the superintendent of parks the authority to:

Move or remove trees of specific size which would be replaced with landscaping executed by the park department and paid for by the advertising company involved.

Order removal or moving of trees that are in business districts and which obstruct outdoor advertising locations, but do not provide shade and comfort for adjoining residences.

Trim trees to any degree desired without jeopardizing the health and beauty of the tree.

Move a tree from one location to another on the property at the expense of the outdoor advertising company.

"There is nothing we can do immediately about the specific locations until we investigate each site," the president of the park board is reported to have said. "As for the overall program, it will require a lot of study."

That so mild a reply should have come from the public body whose duty it is to beautify the city is hard to believe. Some one might have commented that signboards can be erected or removed at moderate expense, while the value of a tree large enough to obstruct such a sign, and therefore presumably of some age, is considerable.

The pruning of such a tree to reduce obstruction to the view of a

signboard is itself deserving of careful consideration, lest the person who is given authority "to trim trees to any degree desired" be likely to "jeopardize the health and beauty of the tree" by stretching his interpretation of the restriction.

To recognize a program for the removal of trees in business districts because they obstruct advertising locations and "do not provide shade and comfort for adjoining residences" is to turn the clock back.

That an advertising company should make the above-described proposals only indicates the narrow vision of its officers, but for a board of park commissioners to receive it without spontaneous protest is evidence of a lack of real appreciation of the beauty its tree plantings are presumed to provide.

### CENSUS STATISTICS

When census figures released by the federal government were published in the April 1 issue of the *American Nurseryman*, comments on this page included the hope that officers of state nurserymen's associations or perhaps state nursery inspection officials would check the census statistics of the trade with their state records, to ascertain how completely and accurately the industry was covered.

Probably because of incomplete returns of the questionnaires upon which the federal special census of horticulture was based, the figures did not seem to reflect the volume of business done by the nursery industry, according to estimates based on statistics from other sources.

That such a state-by-state canvass for verification would supply interesting results is apparent from the example of Michigan.

The federal census included only establishments with an annual crop value of more than \$1,000. On this basis the federal census reported Michigan in 1950 contained 229 nurseries, of which 184 had a crop value between \$1,000 and \$10,000, while only 45 had a crop value of more than \$10,000. Total sales of these nurseries, retail and wholesale, were reported as \$5,874,051 and their crop value at wholesale prices as \$2,429,497, while their total investment in land, structures and equipment was \$4,329,170.

Upon the publication of these sta-

tistics in the *American Nurseryman*, C. A. Boyer, chief of the bureau of plant industry of the Michigan department of agriculture, called the attention of the director of the census to the contrast between the above figures and those compiled by the Michigan department in a census of the state's nurserymen in 1947, the latter, however, including establishments of whatever size and making no distinction between retail and wholesale business.

The 1951 bulletin of the department, states Mr. Boyer, discloses that in Michigan there are "550 regular licensed nursery establishments, 898 dealers in nursery stock, 318 buyers, 1,752 plant growers and plant dealers, 18 native tree dealers, 1,117 agents, 520 raspberry growers, 743 strawberry growers, 130 blueberry growers and 53 dahlia growers."

Most significant of all is the statement that, while the federal census shows only 45 nurseries in Michigan doing more than \$10,000 worth of business, Mr. Boyer, after hurriedly scanning through his records, asserted, "I can indicate that I know of more than 80 firms that are doing more than a \$10,000 business a year."

Since the federal census returns are confidential, it is scarcely possible to check these against state records, but it should not be difficult, in the individual states, to compile figures for comparison with the federal census report. If and where that is done, obviously, the figures should, if possible, be compiled according to the same definitions and classifications as prevailed in the federal census.

The Michigan census of 1947 would afford a starting point to arrive at a complete and comparable picture based on 1950 or 1951 figures. The association there, fortunately one of the strong state bodies, might provide an excellent example for the nation's industry, with the cooperation of the bureau of plant industry, which it fully enjoys. By indicating the comparison of state with federal census figures, it might be possible to provide a yardstick by which to utilize the census figures for other states. Other state associations, performing similarly, would provide data not only useful as statistics, but also effective in establishing the value of the yardstick by which to measure the industry nationally.

# Layering Plants in Holland

By Donald Wyman, Arnold Arboretum, Jamaica Plain, Mass.



Layering Rhododendrons, Henri den Ouden's Nursery, Boskoop, Holland.

The Dutch have long been recognized as excellent propagators, and on my trip to Holland I had an excellent opportunity of seeing at first-hand how many Dutch nurserymen actually did their propagating. There were many little tricks dealing with the taking of cuttings or the making of grafts, some of which were offered me without asking, others of which were evident merely as a result of close observation. They knew how to use their soil and their climate to best advantage in this respect. During many generations they have learned how to use every square inch of land profitably. Some use their small greenhouses for rooting cuttings and obtain five complete turnovers of materials in them during the course of one year. Also, they carefully study the idiosyncrasies of individual plants.

## Hydrangea Propagation

Take *Hydrangea petiolaris* as an example. In America we frequently have a difficult time growing it commercially, but not so in Holland. Growing it from seeds is too slow; the Hollander grows it by one of two other methods. In the first place, he grafts it on *Hydrangea paniculata grandiflora* roots. Or he lets the runners from young plants creep along on the surface of the soil. He does not cover them over, for if covered they fail to root, but the shoots that ramble along the surface of the soil root at many places and later are easily cut up into pieces, forming excellent rooted cuttings.

One of the most common methods of plant propagation uniformly practiced is that of layering. This old-

world method has never been followed in America so closely as it has in Europe. Even in England there are extensive layering beds. Somehow or other, in America we do not have the time or the climate or the space to propagate plants extensively this way. By American standards it is generally considered an expensive method. Under certain specific circumstances, however, especially where soil moisture is at an optimum and temperatures of soil and air are conducive to good rooting, it can be done profitably. This is true in Holland, especially in the nurseries about Boskoop. This area comprises little over 2,500 acres, yet there are 600 nurserymen doing business there. Few have more than 15 acres under cultivation, yet they are able to grow three times as much in the same amount of soil as many an American nurseryman, merely because they practice an intelligent fertilization program, they control the amount of moisture in the soil and they have a wealth of knowledge concerning the growing of plants. The height of the water table is easily regulated merely by regulating the height of the water in the nearest canal.

## An Interesting Layering Block

One of the most interesting layering blocks I saw was that operated by the department of the parks at The Hague. S. G. A. Doorenbos, the superintendent of parks, is a most enthusiastic plantsman, with many friends in America. He has literally hundreds of plants in this layering block, all actually rooting, some of course rooting more slowly than others. Because of the interest

in America in air layering at the present time, many nurserymen might be interested in knowing just what plants can be counted on to root when conditions are at an optimum. With the aid of polythene films, air layering and outdoor grafting are decided possibilities here in America. (One English nurseryman, W. J. Marchant, of Stapchill, Fern-down, Dorset, who does little layering, claims he can root "almost any" woody plant when cuttings are placed under bell jars in the open ground in his soil. Here also a careful study of the moisture conditions of both soil and atmosphere, as well as a study of local temperature recordings, would be essential in understanding Mr. Marchant's phenomenal success with his method.)

The following list includes, in summary, some of the more difficult plants to propagate by cuttings which Mr. Doorenbos is continually rooting by layering, in his extensive layering block on a soil where soil moisture is easily controlled throughout the entire year simply by manipulating the height of the water in the nearest canal. (Readers who wish to ascertain the species so propagated, when several of a genus are indicated, can obtain the information by writing either the editor or the author, enclosing a stamped self-addressed envelope.)

*Acer*—21 species.  
*Aesculus*—two species.  
*Alnus*—four species.  
*Amelanchier amabilis*—seven species.  
*Atraphaxis muschketowi*.  
*Atriplex canescens*.

[Continued on page 57]



Layering *Tilia* at The Hague, Holland.



# Red Cedar Germination

*Juniperus virginiana* not only is in wide use by nurserymen as an ornamental and as an understock, but it is one of the most valuable forest trees in the United States. Despite experimental work on the germination of red cedar, nurserymen experience difficulty in producing seedlings and the reforestation program has been seriously hampered.

Recent research by Lela V. Barton, of the Boyce Thompson Institute for Plant Research, Inc., Yonkers, N. Y., has produced valuable findings, reported in the institute's quarterly bulletin for October-December, 1951, volume 16, number 8.

## Results of Pretreatment

Experiments demonstrated the relatively low temperature required for germination of the seeds and emphasized the need for pretreatment to secure complete germination. While the use of sulphuric acid to remove the effects of the impermeable coat of the seeds was found successful, pretreatment in a moist medium at a high temperature seemed more promising from a practical point of view for the same purpose. Clean seeds were held in moist granulated peat moss at controlled temperatures.

Without pretreatment, up to 34 per cent germination was obtained after three months at 5 degrees centigrade. "This figure corresponds approximately to that most often found in the literature and probably represents the limit of germination from seeds so treated," reports Miss Barton. "This means that the seed coats vary in degree of impermeability. Certain of them permit water absorption and allow afterripening to proceed at the low temperature. Others require some treatment before the low temperature can have any effect."

As short a time as two weeks in moist peat moss at 25 degrees centigrade had sufficient effect on the seed coats to increase seedling production after a subsequent period of three months at 5 degrees centigrade from 34 to 58 per cent. An extension of the pretreatment time at 25 degrees centigrade to four to eight weeks further increased germination to 77 and 76 per cent, respectively. From the observations on the number of filled seeds and the viable embryos in the lot described above, this represents complete germination. One degree centigrade was less effective

than 5 degrees centigrade for afterripening, and 10 degrees centigrade was totally ineffective.

The figures cited represent actual seedling production in a greenhouse with a minimum temperature of 20 degrees centigrade. The seed samples were planted in the greenhouse from March 3 to June 30. For example, seeds receiving four weeks at 25 degrees centigrade followed by three months at 5 degrees centigrade were planted in the greenhouse on June 3, and those receiving eight weeks at 25 degrees centigrade followed by three months at 5 degrees centigrade were planted in the greenhouse on June 30. "This means," states Miss Barton, "that with the proper pretreatment seeds will germinate to form good seedlings at temperatures found by many, including this laboratory, to completely inhibit germination of untreated seeds. This alone is of great practical value. A longer period than three months at 5 degrees centigrade is not feasible, for germination begins at the low temperature itself about that time, and young seedlings are apt to be injured in planting."

## Use of Sulphuric Acid

That the pretreatment in moist peat moss at 25 degrees centigrade functions by removing impermeable coat effects is shown by the successful replacement of such a period by the use of concentrated sulphuric acid. Complete germination is secured after three months at 5 degrees centigrade provided the seeds are soaked for 30 minutes in concentrated sulphuric acid before placing in moist granulated peat moss, reports Miss Barton. The volume of acid should be about three times that of the seeds used. At the end of the soaking period, the acid should be drained from the seeds, which should then be plunged immediately into a large amount of cold water to prevent heating. They should then be washed thoroughly in running water and preferably rubbed gently to remove some of the carbonized surface and any remaining acid before placing in the germination medium. Sulphuric acid treatment saves the two to eight weeks at 25 degrees centigrade required to produce the same results, but the latter method is easier and safer for the ordinary person. The soaking time in the acid can be extended to one hour without damage to the seeds.

Nurserymen and foresters are interested in a method for direct seeding of *juniperus*. Also, the use of berries instead of clean seeds for planting would mean a considerable saving of time and money. With these objectives in mind, both berries and cleaned seeds, with and without sulphuric acid treatment, were planted in soil in flats. Sample flats were kept in the greenhouse for one, two and four months before transferring to a 5-degree centigrade room for one, two, three and four months. After the period at 5 degrees centigrade the flats were again placed in the greenhouse, where seedlings appeared.

Satisfactory germination of clean seeds, 60 to 70 per cent, was secured when the flats received one, two or four months at greenhouse temperature followed by at least three months at 5 degrees centigrade, and sulphuric acid treatment replaced the need for the initial period at high temperature.

Seeds in the berries responded to the same sort of treatment as clean seeds. Since examination of the berries showed that 100 of them contained approximately 192 seeds, and that only 56 per cent of these could be expected to germinate, about 108 seedlings would be the maximum which could be expected. Less than half that number resulted from the most favorable conditions.

Although the effectiveness of pretreatment methods has just been shown for soil plantings, temperatures were still imposed under controlled conditions — i.e., greenhouse and 5-degree centigrade room, which would not be available for most persons. For smaller lots of seeds, of course, it would be possible to plant in flats, which should be watered and kept in any warm place for two to eight weeks and then transferred outdoors under conditions which would give at least three months of 1 to 5 degrees centigrade. With this procedure seedlings could be obtained the first spring after harvest of the seeds.

## Time of Planting Outdoors

The ideal planting condition, from a practical point of view, would be direct seeding in the nursery or field. This can be secured easily in a region with the climate of Yonkers, N. Y. Plantings of both clean seeds and berries were made each month throughout a year in the soil mixture described above. Duplicate flats with duplicates of 100 seeds or 50 berries each were used. After plant-

[Continued on page 56.]



# Soil Chemicals in Evergreen Seedbeds

By F. L. Gambrell and C. H. Heit

The strawberry root weevil, *Brachyrhinus ovatus*, is a fairly common pest in seedbed plantings. The small grubs are capable of causing serious damage to young seedlings (figure 1). In established plantings in the nursery, DDT is recommended for the control of the adult weevils prior to oviposition. More recently it has been suggested that benzene hexachloride and Chlordane be incorporated into the soil for control of this pest in established coniferous plantings.

The question has often been raised by nurserymen as to whether some chemicals may not be worked into the soil prior to or following the sowing of the seeds which would provide suitable protection against grub or larval injury. In an effort to shed some light on this question the writers conducted a preliminary test in a nursery seedbed during the summer of 1950. Particular attention was given to the possible effects of these chemicals on seed germination and subsequent growth of the seedlings. For this test, seedbed areas 2x2 feet were treated with DDT at 25 pounds per acre, Chlordane at 10 pounds per acre and benzene hexachloride at five pounds per acre. Similar areas were left untreated. The insecticides were applied June 2 in diluted dust form as a surface application, following which they were thoroughly incorporated into the upper two inches of the soil. The same day 500 Austrian pine seeds were sown in each of the treated plots, and a total of 1,500 seeds was

sown in the untreated plot and in adjacent areas.

The seeds sown in this experiment had previously been prechilled for one month at a temperature of 34 to 40 degrees Fahrenheit to obtain

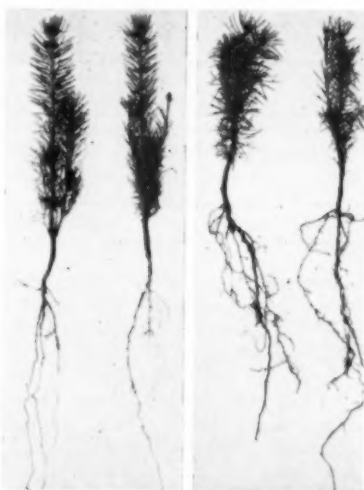


Fig. 1. The effect of strawberry root weevil feeding on the roots of 3-0 Black Hills spruce. Left, damage to roots by grubs; right, normal roots with numerous root fibers present.

prompt, uniform germination response in the seedbeds. The seeds were sown broadcast, pressed into the soil with a tamper and covered with a thin layer of washed sand. The ground was then covered with a burlap until the seeds started to germinate, or about 10 days. The plots were shaded with 1/2-inch lath until August 1 of the first year.

Daily observations were made during the first month on the rate of germination with the various treat-

ments, and there appeared to be no differences. Germination was complete after one month in all plots with no differences in total percentage, as can be seen from table 1. Counts were kept on seedling losses as they died during the summer and fall, and the percentage of loss in relation to the number actually germinated in each plot is given in table 1 at the end of one month and at the end of the growing season. The records showed that there was no significant difference in losses during the early part of the summer. However, as the roots penetrated into chemically treated soil and late summer and early fall dry weather occurred, severe losses were evident in the BHC-treated plot. The percentages of seedlings obtained at the end of the first year are also given in table 1, shown on page 10.

No outstanding differences in the seedlings were evident during the summer and fall in the untreated, Chlordane or DDT-treated plots. However, there were times during the growing season when the seedlings in the DDT plot appeared to be slightly thriftier and greener. The BHC plot was practically a total loss, as none of the trees appeared normal and healthy except on the outer edges of the plot, where there apparently was less chemical present. The almost total loss in the BHC plot and the growth and development of these seedlings in the fall of 1950 are shown in figure 2.

The rate of sowing was regulated to secure an ideal density of seedlings, thus promoting maximum root and stem development. Most seedlings were two to four inches in height and were large enough for

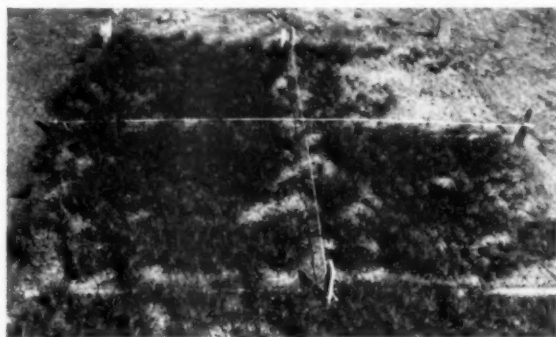


Fig. 2. The effect of soil treatment on the growth of seedlings as shown in the fall of 1950. Upper left, Chlordane; upper right, BHC; center left, DDT; center right, untreated.



Fig. 3. The effect of chemical soil treatment on seedling growth in Austrian pine. From left to right, untreated, BHC, Chlordane and DDT (20 plants in each bundle).

Journal paper No. 895, March 31, 1952, New York state agricultural experiment station, Geneva, N. Y., with which the authors are associated.

Table 1. The effect of chemical treatment on field germination, seedling loss and tree survival of Austrian pine during the first year.

Treatment	Number seeds sown	Total germination percentage	Total per cent of loss		Seedling per cent obtained from seeds sown
			after 1 month	end of growing season	
DDT	500	74.4	10.5	17.5	61.4
BHC	500	74.4	12.4	70.4	22.0*
Chlordane	500	72.0	18.0	22.8	55.6
Check	1500	71.6	10.6	26.8	59.7

\*Only half of these appeared normal in size and color and none had normal roots when examined the following spring.

Table 2. Comparison of green weight and length of root growth in 1-0 seedlings with various soil treatments.

Treatment	Total green weight, in grams	Average length roots, in inches
DDT	24.4	6.0
BHC	5.9	2.7
Chlordane	21.2	4.3
Check	18.6	4.8

Note: Green weight and length of roots based on 20 selected typical seedlings from each plot.

transplanting after one year's growth. The seedlings were lifted carefully in the spring of 1951 from all the plots, and the roots were examined closely for injury and characteristic root development. Twenty seedlings were selected from each plot covering the range of various root formations for the individual treatments. These seedlings were weighed and the roots were measured for total length of growth, and the results are given in table 2. Also, a bunch of seedlings from each treatment is shown in figure 3, and the characteristic root growth of individual seedlings is shown in figure 4.

General observations of the seedlings throughout the various plots, which are clearly shown on typical individual seedlings in the figures and the data in table 2, are as follows: (1) Severe injury or almost a total

loss of seedlings with no normal root growth occurred in the BHC-treated plot. (2) Most vigorous normal root development with less root rot occurred in the DDT-treated plot. (3) The root growth in the Chlordane-treated plot showed slightly abnormal development, with a characteristic stocky appearance and more closely knit, short laterals. The seedlings appeared healthy, and total root growth was comparable in quality to the untreated plot. (4) The untreated plots produced normal seedlings, although generally not quite so vigorous as those in the DDT plot. More root rot occurred in the untreated plot, which may possibly have reduced seedling vigor. The writers hope to check the effect of DDT on root rot and seedling growth in experiments to be conducted in the future.



Fig. 4. Characteristic root development of individual seedlings. From left to right, untreated, BHC, Chlordane and DDT.

## A. A. N. INSURANCE PLAN

The American Association of Nurserymen's group insurance plan, authorized by the board of governors in July, 1951, has received approval by the federal wage stabilization board. Approval by the board was necessary in order to protect A. A. N. members in making the nominal wage adjustments involved in providing this insurance protection for their employees.

A reason for the delay in approval was the fact that a special type of filing procedure had to be worked out for national association types of group insurance plans. As approved by the wage stabilization board, each employer must sign a statement to the effect that he will not establish or continue in operation any health and welfare benefit plan of the same type as the A. A. N. plan, without prior approval of the stabilization board. The A. A. N. plan does not provide for accident and sickness coverage unless the employee is hospitalized. Consequently, the employer may establish a plan providing weekly payments for accident and sickness, or could continue such a plan now in effect, without being contrary to the ruling of the board. Also, if a plan is in operation in a company which has benefits similar to those offered by the A. A. N. plan, and the employees contribute the full cost, the employer contributing nothing but merely serving as the collecting agent, such a plan is not considered an "employers' plan" under the ruling of the board, but is an "employees' plan" over which the employer has no control. Such a plan can be continued even though the benefits are the same.

## REED MEMORIAL

On April 25, a tree was planted in the memory of Clarence Arthur Reed in his native town of Howell, Mich. Mr. Reed instituted the nut culture program for the United States Department of Agriculture and was in charge of nut tree research for many years. He was with the U. S. D. A. from 1907 until his retirement in 1947. He was born January 23, 1880, south of Howell, Mich., and died January 14, 1950, while vacationing at Lakeland, Fla.

A variety of shagbark hickory found in Michigan, the Abscoda, was planted in his memory. The Michigan Nut Growers Association, the Livingston Country Clubs and other groups cooperated in sponsoring the ceremonies.

F. L. O'R.

# Needed: Better Retail Salesmanship

By James A. Brunner

A problem that has been troubling marketing men for some time is the general decline in the use of salesmanship in the past 10 years. I recently surveyed a number of nurseries, in order to uncover some data on this problem. In 50 per cent of the stores that I entered, no salesperson acknowledged my presence. Furthermore, in one nursery I waited over three minutes before a salesperson finally approached me. These are not isolated instances; similar surveys have been made in other types of establishments, and the results were substantially the same.

## Serious Problem

This lack of salesmanship poses a serious problem to you for a number of reasons. The number of houses permitted to be constructed this year will decline to approximately 800,000. If I interpret this correctly, it indicates that fewer homeowners will be visiting nurseries to obtain landscaping advice. Furthermore, those who do come will not have a pressing need for nursery items and thus will have a less inclination to buy. Also you may anticipate that they will expect and demand more information than they have in recent years. Generally, all these factors will lead them to be less inclined to patronize the nursery that does not respond to their desires. Thus you may expect that competition will be even more keen in 1952.

I have noted a rising tendency of the consumer to purchase many of her nursery items from the mail-order nurserymen. Naturally this has not included those nursery stock items which cannot be delivered by railway express, but includes such stock as roses, tulip bulbs and similar items. Even more striking has been the tendency of the consumer to purchase rakes, hoes, spades and other garden tools in hardware stores. These are items which are used in the cultivation of flower gardens and logically should be purchased from the retail nursery from which the original plants or bulbs were purchased. What, then, accounts for this preference for other types of stores?

Naturally the lack of effective per-

sonal selling cannot be the only factor causing these buying patterns, but it certainly has contributed. Although nurseries cannot be classified as stores with convenient locations, they do offer the advantage of giving immediate delivery of the merchandise. This the mail-order establishment can never do. Furthermore, in your nurseries the customer has the privilege of inspecting the stock before she buys it. But this privilege can easily be nullified if the nursery salesman fails to point out the merits of the item. That the consumer "cannot see the selling features of a product" is a well-known fact to any marketer. Therefore, it is your obligation to point out these features. It has been this general lack of salesmanship that has concerned those interested in selling.

How, then, is this lack of salesmanship to be overcome? Many retailers, and possibly some nurserymen, believe that their salespeople "just know the merchandise." This, unfortunately, is not generally so. Although they live with the nursery stock, they are pressed if asked to give any specific information about the fertilization required or other questions which they cannot answer by merely inspecting the nursery stock. It is, therefore, obvious that to achieve a larger sales volume in his community, the nurseryman must recognize the need for training his salespeople in the fundamentals of salesmanship.

I shall not attempt to cover a subject as broad as salesmanship in the space allotted, but I do wish to comment on a few of the more pressing aspects of the problem.

## Lack of Prompt Attention

One of these is the lack of prompt attention to the customer referred to previously. Although it is not practicable for you or your salesmen to be in the salesroom at all times, some means of notification that a customer has entered should be provided. If there is a driveway to the establishment, a simple buzzer system which rings when an automobile passes over will suffice. Regardless of the technique used, the customer should not be expected to wait for longer than one minute before she is greeted by a salesman.

This brings us logically to the approach to be used by the nurseryman. A courteous expression, such

as "Good morning, Madam," or one which implies the offer of service, such as "May I help you?" is certainly better than some greetings being offered today. Above all, the customer should be treated with courtesy, and you should convey to her that you wish to offer her all that you possibly can. It is this personalized service that is the main advantage of the independent retail nursery, and it should be stressed by every nurseryman. If this personalized touch is not offered, then there is little that you can offer that cannot be found in other types of retail stores selling nursery items.

## Overcoming Price Objections

One objection I have found that few nursery salespeople could overcome effectively was that of price. All of us have read the intriguing advertisements which appear in the leading flower growers' magazines in which the price appeal is particularly strong. Department stores also offer the same appeal in their advertisements for flowers. Although many of these items are good values, I know that the quality tends to vary with the price. For example, Darwin tulip bulbs come in different sizes, but the customer classifies all such bulbs in the one category.

To overcome this price objection, you and your salesmen have several effective alternatives. Most complaints against the price of nursery stock arise because the customer fails to see the quality of the item. If the size of the bulbs, the richness of the color of the flower and the size of the bloom, etc., are clearly pointed out, the price objection will fade away.

Another approach is to call attention to the hidden merits of the product. Thus, if the roses of two plants appear to be the same even though the prices are not, you should point out that the one is more adaptable to this climate and, therefore, will survive the wintry blasts. Again, it is important to reiterate the previous statement that the consumer does not "see" all the features of the merchandise and it is your responsibility to point them out clearly.

This price objection may be met in another way. Many homeowners are astounded at the high cost of landscaping their dream houses. If the quality approach is not entirely

Talk by James A. Brunner, professor of marketing, University of Toledo, at the meeting of the Michigan Association of Nurserymen, Detroit.



successful, you may divide up the cost of landscaping over a period of years. Thus, if the total expenditure is \$200, and it is expected that it will benefit a homeowner for at least 20 years, it follows that the yearly cost is only \$10. If he has another bid, of say \$175, the difference is then only \$1.25 a year, certainly a small amount when quality is considered.

Finally, it must be pointed out that undoubtedly the most effective method of overcoming the price objection is to answer it before it arises. This is commonly referred to as forestalling the objection. Therefore, before the customer states that he thinks that the price is high, you appeal to his sense of pride by stating that you know that he wants to have the best landscaping job in his neighborhood. You can also say you know that he certainly wants one that is distinctive and which sets his house off from those surrounding his. And you could further point out that you know that he would not want to detract from the attractiveness of his home with an inferior plan. He will undoubtedly agree with you, and you have thereby answered the price objection without mentioning it.

Now I wish to turn our attention to another interesting trend in the field of retailing. Although, to my knowledge, little has been done with it by nurserymen I am confident that you can benefit from its application if you follow certain fundamental principles. This is the growing utilization of the telephone as a means of reaching the consumer.

#### Study Methods of Others

In searching for more profitable methods of operating your landscape concerns, there is considerable merit in studying the activities of other retailers. Therefore, from studying the recent emphasis upon telephone selling by department stores, grocery stores and hardware stores, to mention a few, you should be able to get some good ideas that can be adapted for your organizations.

Evidence is mounting that the consumer is beginning to use this service to a greater extent than ever before. It may be that he is becoming lazy; I don't know. What is important is that this practice is changing our selling patterns. A nation-wide survey conducted by one of the leading business publications gives us the trend. At Detroit, volume by telephone selling is up 20 to 25 per cent since the war. The gains at Cleve-

[Continued on page 62]

## The Gudes of Maryland

We present here sketches of two well-known members of a distinguished nursery industry family, Adolph E. Gude and his son, Adolph, Jr. Both were honored by the Maryland Nurserymen's Association early this year, the father with the certificate of professional achievement and the son with election as president of the group.



ADOLPH E. GUDE, SR.

Adolph E. Gude, Rockville, Md., was the recipient of a certificate for professional achievement from the Maryland Nurserymen's Association, January 10.

Washington, the capital of our nation, is recognized as one of the world's most beautiful cities. Many of the splendid landscape plantings found there were made by A. Gude Sons Co., under the supervision of Adolph E. Gude. Some of these plantings include the Lincoln Memorial, American Red Cross building, Municipal Center, Franklin park, Lafayette park, Municipal court, Juvenile court, Department of Agriculture building, Water Gate highway planting, Bethesda United States Naval hospital and Glenn Dale hospital.

Mr. Gude's grandparents on both sides were in the florists' business, and his father established the firm of A. Gude, Florist, in 1885, at Washington.

Mr. Gude entered the army air corps in World War I and, after a period of training at Princeton University, he was commissioned second lieutenant. He was stationed at Brooks field, San Antonio, Tex., where he served as an instructor. In 1916 he married Inez E. Gilbert, of Washington.

After his discharge from the army, he entered his father's business and worked at the retail store on F street. In 1921 A. Gude Sons Co. was set up by father and son as a wholesale florists' firm, retaining the original growing establishment at Anacostia. December 24, 1921, the father died, leaving the full responsibility of the new business to his son, then less than 25.

In 1925 a 365-acre farm was purchased at Rockville, and there a modern range of greenhouses was constructed

and a nursery started. Over a quarter of a century Mr. Gude has built the farm land at Rockville into a nursery particularly devoted to large specimens of the finer types of plant material. The collection of specimen English boxwood is extensive.

Mr. Gude has served as president of the Rockville Rotary Club, the Middle Atlantic Florists' Association and the Community Chest of Montgomery county; master of Temple Noyes lodge of Washington, and chairman of the Montgomery county welfare board.

Associated with Mr. Gude in business are his sister, Esther; his two sons, Adolph and Gilbert, and his son-in-law, John W. Doonan.



ADOLPH E. GUDE, JR.

Adolph E. Gude, Jr., 1952 president of the Maryland Nurserymen's Association, is vice-president of A. Gude & Sons Co. He was born in 1918, at Washington, D. C., and is the eldest son of Adolph Gude, Sr. He joined the Gude firm in 1939 and then left to become a civilian flight instructor for the Army Air Corps early in World War II. He later served as a lieutenant in the naval ferry command.

Although Mr. Gude is familiar with all phases of the firm's operations, his particular interest has been the production phase of the horticulture business. He has carefully studied the engineering problems involved, especially those in moving large trees and the use of various types of landscape equipment. His efforts have resulted in the adoption of several advancements over older methods used by the company.

Along with his other activities, Mr. Gude has been engaged in experimental work with the United States Department of Agriculture experiment station, Beltsville, Md., on the application and use of some of the new phosphorous insecticides.

His home is at Rockville, where the company's greenhouses are located. In 1940, he married the former Nancy Newton, of Baltimore, and they have three daughters, aged 9, 6 and 2 years.

In addition to his duties as president of the Maryland Nurserymen's Association, Mr. Gude is vice-president of the Middle Atlantic Florists' Association, holds the same office in the Rockville Rotary Club and is a member of several charitable and religious organizations.



# Selling and Making a Good Lawn

By William E. Lyons

No synthetic product has yet been discovered to take the place of grass for a lawn surrounding a house for both beauty and cleanliness. If you do not think that grass adds to the cleanliness of the home, just ask a woman who has lived in a new house where the lawn was unfinished.

Perhaps you never thought of cleanliness as a sales point in selling a good lawn job.

As to beauty, the most elaborately constructed house and the most perfect landscaping job would all be meaningless and almost valueless without a good lawn. I have learned on my grapevine that in one of our larger cities the FHA will not grant a loan on a house until the lawn is satisfactorily established. Some landscape planters in that city are cashing in on this FHA regulation by selling tailor-made lawns. They are growing the sod and selling it put in place at so much per square foot.

## Are You Selling Beauty?

Let me ask you, as a landscape planter or nurseryman, are you just selling grass, shrubbery, trees, etc.? Or, are you selling beauty—lasting beauty? Are you making the customer feel the worth of a higher-priced job than he planned on? As you have all experienced, most small homeowners have overspent to build their dream house and then try to economize when it comes to putting in a lawn. It takes salesmanship of the first magnitude to make those people feel that the lawn is just as important as the foundation of their house and that a good lawn job, put in and guaranteed by you, is worth your price.

Some of you are members of the American Association of Nurserymen. You have a slogan, "Beauty-Value-Service." That's fine, but how are you going to let the customer know that you can create beauty of which he will be justly proud? You are going to charge him more for your service so that you can meet your obligations and still make both wages and profit. The customer is getting more value for his money because you are not a fly-by-nighter,

but a local businessman who can, and will, give service on your work.

One nurseryman came to me recently and said, "We are going out of the lawn business; there are now too many people who work a short day in a factory who are selling lawn jobs at figures far too low (below cost) for us to be able to compete." That is a defeatist's attitude. There is always cheap competition in every line of business. Such competitors are usually unable to stay in business very long.

## Learning from Competitors

Without that kind of competitor, how are you going to build a good name for yourself in your community? You need him as a stepping-stone to climb your own ladder of success. How does he operate? What can we learn from him?

Let's look at the man. He calls on the prospect, unshaven for the day, wearing an old greasy felt hat, a work shirt soiled and open at the neck, overalls that would nearly stand alone and a pair of dirty old dress shoes run over at the heels. However, there is one good thing we can say for him—his overhead for clothes is very low, very low indeed.

Now, I am not belittling the man in a pair of overalls. However, they are not good selling clothes. Perhaps more of us should have had the experience of the young salesman who walked into the milk plant to peddle his wares. When he went through the door to call on the purchasing agent, he walked into a full-length mirror. There he saw a sad-looking character in a soiled hat, in need of a haircut, still with yesterday's 5 o'clock shadow, in a suit that was long overdue at the cleaner's and a pair of shoes that had not felt a shoebrush in a week. He was shocked by the man in the mirror. How could he make a sale looking like that? Well, he never opened that mirrored door. He went to a telephone and alibied that he was ill.

Perhaps a full-length mirror would be a good thing for those of us who have to meet the public daily. Clothes do not measure the potential of a man's brain, but they do make lasting first impressions. Get the habit of a clean-cut look. It begets confidence. You'll have more confidence in yourself. Try it. So much for your first impression.

Now, let's size up our customer.

Let's try to make him a lawn to fit his interest. Perhaps you never thought of it that way. Most landscape planters that I have met size up the job first and, without sizing up the man and his family, set a price per thousand square feet. They depend on the customer's calling to tell them he has checked other prices and has decided to give him the job. Or he may call to say that you are a robber, that Joe will do it for half your price.

What happens in that kind of lost case? You lost money in wasting your time on the call. You have lost more than that. In most cases you never will sell the man anything.

Why? You did not get fully acquainted with your prospect. Neither did you give him the chance to learn from you that you are a professional man in his community. You forgot to tell him that you can give him a lawn that he will be proud to own, one that will require a minimum of care, free from weeds, that with the minimum of water will stay green in midsummer. What more could any homeowner ask for? Only this, that your lawn will be a good, long-lasting carpet of green that will last longer than the house itself if he will let you prescribe its care. You should also tell him that such a lawn requires a full year for you to do the complete job. I know men who are doing that kind of service. They don't even spend a penny to advertise. They spend much time telling "cheap" prospects that they are swamped with work, that they better get someone else.

There may be readers who are new in this business and want to learn how to do all the things mentioned above. So let's analyze.

## Lawn with a Minimum of Care

In our town we have one hardware store that is selling tons of what it calls good grass seed for 49 cents a pound. It is about 90 per cent timothy. Strange as it seems, the stuff makes a fine-looking, quick ground cover. But what will it look like in one to five years from now when it gets bunchy? Few customers can identify one kind of grass from another. Have growing samples of 3-year or older grasses with you to show them, Merion bluegrass, Ken-

[Continued on page 60]

Talk by William E. Lyons, golf course superintendent and garden supervisor, Firestone Tire & Rubber Co., Akron, O., at recent Indiana nurserymen's conference at Purdue University.

# Planting for Better Living

By Harold E. Mosher

As our civilization progresses, science and industry are constantly making our everyday life easier and more comfortable. We have more labor-saving devices for our work and for our homes. The invention and installation of these labor-saving devices has given us all a great deal more leisure time. If this leisure time is not our better living, it at least is directly responsible for this better living; for it is this leisure time which allows us to further enjoy our homes, our gardens and life in general.

Along with this progress promoting more leisure time has come a new general thinking among the people of the country. This is the all-pervading thought that we must have the latest. We want the latest developments of science and industry for our own. Last year's automobile is outdated because it is not the latest—this year's automobiles have some later improvements which we want—so we get this year's or the latest model automobile. The same is true for our homes and our household appliances, and the same is true for plants and landscaping. The American public wants the latest.

## Keep Abreast of Developments

To provide the latest in plants and landscape design, nurserymen must keep abreast of the latest developments in new plant materials, new methods of culture and handling and new landscape designs, which in turn are based on the newer architectural designs. The nurseryman has a real contribution to make to the better living of this country.

There are several approaches to the nurseryman's contribution to better living. One approach is that of economic necessity. Nurserymen are primarily interested in selling plants; therefore, it is to their economic interest to provide the plants which the public wants. These plants, when properly used to give greater enjoyment, will attract attention and so sell more plants.

Another approach might be termed as craftsman's pride. You as the growers of good nursery stock should, and probably do, take pride in your plants. Having grown good

stock, you desire to see your plants displayed at their best in a planting of which you can be proud.

It may be somewhat trite in this day of the deep freeze, mink coat, etc., but I believe the nurseryman has a moral responsibility to provide the best possible in plants, landscape design and landscape service. This is no more than you expect of other products and services you buy. When you purchase an automobile, you expect that automobile to be properly constructed according to the best engineering specifications in order that it will run properly, rapidly and safely. The same applies to any article you buy—you expect it to be properly made and worth the money. The American public expects the same type of product and workmanship from the nursery industry, and it is your individual obligation to see that the public gets the best.

Good well-grown plants are important to any landscape work, but good planning is necessary to bring out the best characteristics of those plants. If the plants are not properly used, effects may be lost or subdued. There is a plant for every conceivable situation, from the hot, dry, sunny, level area to the cool, moist, shaded hillside and from the deep rich loam soils to the rocky ledges. We must know the preferences and limitations of the plants and plan our plantings accordingly. Certain locations best suit individual plants. Rock gardens are best suited for certain plants. These same plants may be used elsewhere, but do not give their full effectiveness anywhere but in the rock garden. Specimen plants grown on the open lawn for some striking effect lose their best characteristics when used in mass or border plantings. Proper planning or design can make a planting.

This proper design can be expanded to cover every phase of landscape work, but I shall confine my remarks on design to only two phases which seem to apply more to this better living. These are the foundation planting and the home grounds development.

## Foundation Planting

The foundation planting serves several purposes. It provides a proper setting for the house. It ties the house to the ground by providing a transition between the vertical lines of the house and the horizontal lines

of the ground. The placing of attractive plants on either side of the front door accents the entrance. The foundation planting serves to hide or subdue any bad architectural lines and features of the house, and to accent the good architectural lines and features.

Some special attention should be given to the long, low modern home, because its particular architectural lines and features differ greatly from the more conventional styles of architecture. Large windows and glass walls have reduced the space for plants beneath those windows. Clipped hedges may be used to repeat horizontal lines of the house. Use plants in silhouette against plain wall surfaces, but be careful of color (especially blossom color) against some of the newer wall colorings. Contrasting colors or white are always safer to use. Upright plants may be used to break long horizontal cave lines and make them appear shorter. Trees planted behind a low house will subdue the roof ridge line against the sky and make the house appear taller. Plant textures may be used to great advantage against the varying building material textures being used today, but here again, caution should be used to avoid extremes in texture differences.

## Home Grounds Development

The home grounds development should provide a neat, pleasing, useful and ornamental arrangement of the various elements of the ground. Our better living today calls for a greater usefulness of our home grounds for relaxation and recreation. Outdoor living areas, such as terraces or patios for lounging and fireplaces for outdoor meals, should be designed to provide greater enjoyment through their use. Outdoor play areas have long been a must for children. In recent years adults have been taking to outdoor games in variety, and the adult play area should be provided. Perhaps hobby areas for certain hobbies other than gardening would add greater usefulness to the home grounds. The home grounds provide ornamentation and beauty to be enjoyed in the leisure time of real relaxation.

Special attention should be given the small house lot of today, just as we considered the new trends in architecture. The planning and

[Continued on page 58]

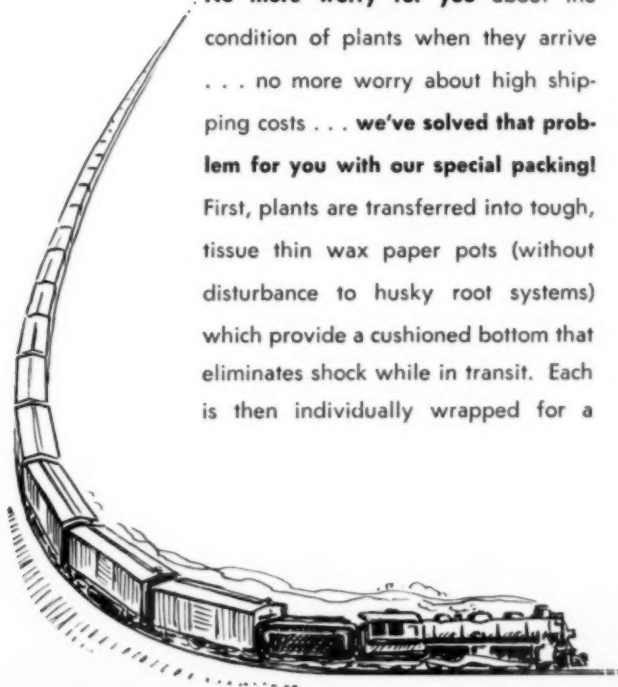
Talk on "Planning and Planting for Better Living," by Prof. Harold E. Mosher, department of horticulture, University of Missouri, presented at the convention of the Western Association of Nurserymen.

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# Plant Notes Here and There

By C. W. Wood

Although I no longer grow plants on a commercial scale, habits of a lifetime are not easily abandoned and I still follow many of the practices, on a small scale, of course, of former years. Thus, this winter we had *Silene maritima* in pots for March and April flowering indoors just as we formerly grew it for selling at that time of year. It reminds me that neighborhood growers who overlook this opportunity to help spread sales over the late winter months are missing a bit of profit which might come in handy at that time of year. This is not the only perennial herb that can be handled in this way, but it is the one that will occupy attention at this time.

It is easy to handle under cool conditions if given a light, well-drained soil and carefully watered. Select 2-year plants, pot them up in autumn after they have gone dormant and store in a frame or pit until after the first of the year. Then bring them into a 40-degree temperature for about 10 days, after which they may be advanced to a carnation temperature. Under that treatment, the plant should come into bloom in from eight to 10 weeks.

Its glaucous foliage is always lovely under glass (our plants this winter were grown in a south window where the temperature runs from 45 to 60 degrees Fahrenheit), and the flowers, white in the type, pale pink in variety *rosea* and double white in variety *plena*, add the finishing touches to a good pot plant.

The bare outline given here should hold suggestions for the inquisitive grower to experiment with other plants. The one here covered may be propagated as follows: The type from seeds; the two varieties mentioned from divisions or by pulling away new tufts with a heel in early spring and rooting them in the usual way.

## Synthyris

Like every other question, the problem of securing native plant material seems to have two sides to it. For years there has been a wail (apparently sincere) going up from the gardeners' camp because they were unable to get uncommon native plants. Such a cry would lead one to the conclusion that a ready-made demand exists for this kind of material. But I am told by a number of dealers in the rarer forms that such is not the case. It appears from the

plaint of these dealers that it is impossible to sell plants of really rare kinds, especially by mail, in paying quantities. That applies, I take it from my correspondence, to plants which do not often appear in horticultural literature. All of which is by way of introducing a few remarks in praise of the genus *synthyris*, a group of westerners which qualify for rareness and should interest gardeners after they are shown the plants' charms.

It was only a few years ago that we were yearning for a chance at some of these westerners; now, there are at least four kinds available in commercial channels, and I wonder if gardeners are going to respond as some of us think they should. The most generally available is *Synthyris reniformis*, an 8-inch plant, with kidney-shaped, evergreen leaves in a

tuft. The plant is an ornament at any season, as I see such things, but it is a truly lovely thing in early spring, when it opens 20 or more violet-blue flowers in 4 to 6-inch racemes. It seems to do best in a leafy soil in shade and under such treatment is one of the friendliest of western plants. In fact all *synthyris* that I know need the same care and respond in a similar manner.

Not quite so tall as the first-named is *S. rotundifolia* and its racemes, although shorter, are more numerous. Its light blue flowers are produced earlier than the former. Both of the foregoing are good garden plants for either shaded rockery or woodland, but *S. plantaginea* is even better in my estimation. Its broad leaves are displayed in low rosettes, from which spring numerous silky stems bearing

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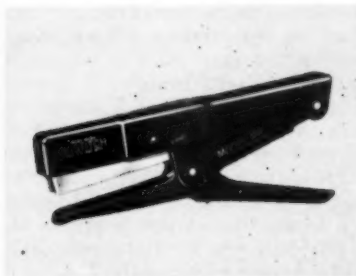
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blue-purple flowers early in the season. My own experience with *S. alpina*, from the high peaks of the Rockies, was not so encouraging as with the others mentioned before, but it may have come from a misunderstanding of the plant's need rather than any aloofness on its part. If I were to try it again I should give it an acid soil and should then expect to get a generous production of its violet-blue flowers in early spring. All are easily reproduced by division.

### Potentilla Nitida

You may have had unsatisfactory results from your trials with *Potentilla nitida* in years gone by, for it was long the despair of gardeners, and you probably swore that you would never try it again. Take heart, however, for your next attempt may surprise you with a brilliant performance. Of course, it was never hard to grow and one could count on it to make lovely tufts of silvered leaves in almost any well-drained soil; to induce it to produce the showers of bright pink flowers, about which a few fortunate or knowing gardeners were able to boast, was an entirely different matter.

Some forms seem to be naturally more floriferous than others, as you probably have noticed, but the best of them always refused to do what they were supposed to do as long as they were given a soil of ordinary richness. For instance, I had a clump that did not produce a flower during the 10 years that it was in a corner of a frame in rich soil, though its tufts of pretty silvered foliage increased in size from year to year. When moved to a pile of limestone chips in the garden, it commenced to bloom the second year and continued for a long time in that happy state. I take no credit for the accomplishment, having gathered the idea from an English amateur publication; however, it has brought such gratifying results in our trials that I pass it along as something of value in making a good garden plant out of an otherwise perverse creature. Give it a sunny situation in a mass of limestone chips with sufficient nutrient, preferably in the form of leaf mold, and you will likely see one of the loveliest plants in the potentilla world, when the 2-inch silvered tufts are covered with bright pink flowers in May and June.

### Camomiles

While I am weeding out the widely scattered seedlings of *Anthemis tinctoria* in spring, I growl in my whiskers about the plant's

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wayward and untidy habits; when July and August come, with their searing heat and dry weather, I am thankful for such an amiable creature. There is no use in trying to deny that type tinctoria and most of its varieties are prodigal seeders, and gardeners must take that into consideration when any of them is introduced into their gardens. If one has not the time or the inclination to keep everlastingly after the unwanted seedlings, he might try variety Roger Perry, which, we found in tests here a few years ago, had lost at least a part of that bad habit. As I remember it now, there were few, if any, seedlings in its part of the garden. Its color is a rich golden-yellow, deep in shade like the ordinary form of sancti-johannis. At the other extreme of yellow is A. Moonlight, a lovely pale yellow, excellent for cutting, as are all forms of A. tinctoria that I know.

Speaking of camomiles as cut flowers reminds me that the tribe has a poor reputation in some quarters for that purpose, one writer putting it this way: "Anthemis flowers are inclined to sulk for hours after they find themselves removed from the open air and sunshine to a vase in a cool shady room, putting back their ears behind their round faces in the same way as they do outdoors each evening." It might be added, however, that after the few hours of sulking they come back with smiling countenances to reward the gardener with several days of beauty, longer, in fact, than many others with the reputation of being good cut flowers. You might make friends to give the flowers a trial again, remembering that it takes a little time for them to adjust themselves to indoor conditions.

Of the numerous small camomiles, few qualify for a role in summer gardens because of their habit of blooming in spring. That statement should be qualified, though, by exempting the kinds with silver foliage, of which the following are splendid examples: A. Biebersteini-ana, with golden flowers on 6-inch stems, over glistening silver leaves; A. hausknechti, with a similar description, though an entirely distinct plant with its more finely cut leaves and more silver in its plating; A. kitaibeliana, with white daisies over silvered leaves. Further exemption should be made for at least two other small ones, A. cupiana and A. montana, because of their summer-long flowering. The first reaches a foot in height and produces pretty white daisies from June until frost, while

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the other is no more than six inches high and has the same long blooming season of large white daisies.

Although the last two are as easy as tinctoria to grow, they should not be expected to exhibit their long blooming season without a supply of moisture if drought overtakes them. The silver-leaved kinds need care to make them thrive in heavy soil. Here they did best in a screen mixture, made up of sand and gravel with just enough leaf mold to supply a little nourishment. Tinctoria and its forms need only a foothold in ordinary soil to keep them going. All, except named varieties, may be grown from seeds with perfect ease, or from cuttings and divisions. Dividing of the spring bloomers is perhaps best done immediately following the flowering season; of the summer bloomers in early spring. Cuttings of most kinds are best taken in spring.

### A Pleasingly Fragrant Tulip

The coming of another tulip season brings to mind a pleasingly fragrant species, *Tulipa sylvestris*, which could well be made more of in American gardens. It may be true in some cases, as Van Osten said in his "Dutch Gardener or the Curious Florist" back in the early days of the eighteenth century, "that flowers ought chiefly to please the Sight, and that the smell gives them no Beauty and indeed affords little pleasure," but that part of the gardening fraternity which enjoys the products of its labors through the olfactory senses as well as those of sight still holds that the chief objection to tulips is the lack of an agreeable odor in most modern varieties.

Let not its specific name nor its translation into the common name, wood tulip, make you think that the plant is a shade lover, for conditions in the middle west, at least, call for full sun. There, in good light soil, it will create beauty each May by sending aloft 10-inch stems, bearing wide-opened, bright yellow tulips of pleasing, penetrating fragrance. And if one is not too tidy, seedlings are quite sure to spring up in its neighborhood, adding more beauty and perfume to the May scene.

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covers that I know for small, hardy bulbs, especially where it can be watered in dry weather. A plant to play that role should be shallow-rooted, so it will not provide too much competition for the bulbs, which have been placed from three to eight inches deep; the foliage should not be so thick, so dense or so tall as to smother the lower-growing bulbs. These requirements are met by the little Corsican and, happily, unlike so many plants from that warm, sunny island, it is of sufficient hardiness to withstand the coldest weather it ever encountered in this garden.

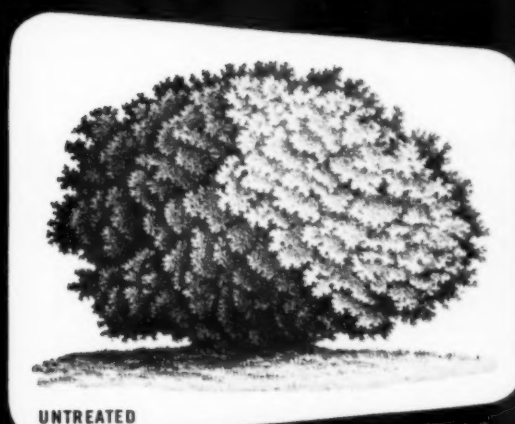
Its uses are not restricted to that of a ground cover for hardy bulbs, of course, for a plant so willing and so lovely is capable of answering many a garden problem. In fact the gardener is likely to find it useful in any sunny or lightly shaded spot where a prostrate creeper not over an inch or two high can find a place for itself. Its contribution of many fugitive, milk-white flowers for a month in late spring is the climax of a splendid performance. Being shallow-rooted, it cannot stand long dry periods without some attention from the sprinkler; otherwise, it is an easy doer.

#### Cynoglossum Grande

A Kansas reader who has seen *Cynoglossum grande* in northern California foothills asks if it could be domesticated. Older readers will recall the time when this borage-wort received not a little attention in the horticultural press and in some eastern gardens, not with great success in many cases. The trouble, it seems, came from losses at transplanting time. The late Carl Purdy told me long afterward that these transplanting losses came from handling the plant while it was active. Following his advice, we tried handling the clusters of fleshy roots while the plant was dormant in summer and found they were no trouble at all. They seemed best here in light shade, though they did well in full sun.

The floras say it is from one to three feet tall, though it kept close to two feet in our trials. It commences growth as soon as frost releases it, soon making a tuft of large, ovate basal leaves. It sends up flowering stems bearing panicles of borage flowers, blue in color with pure white centers—a beautiful sight in the early spring garden.

RAISING camellias is the hobby of W. T. (Will) Hanner, retired nurseryman of Siler City, N. C.



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# This Business of Ours

*Reflections on the Progress and Problems of Nurserymen*

*By E. Sam Hemming*

## PLANT FADS AND FASHIONS

There are fads and fashions in plants just as there are in clothes, houses and furniture, and even in landscaping. In the past, I have written about fashions in landscaping, and I like to call our present style the "dwarf yew era."

A fad has been described as a superficial popularity, usually short-lived, while a fashion has been described as a basic style which has been popularized and belongs to a certain period and has sufficient foundation in good taste for extensive use. Under these definitions we obviously grow plants that are a fad and we also grow plants because of fashion.

I think we are less inclined to make a silly fad out of inferior plants than we were formerly, and when we do, it is often from the overenthusiastic and misguided advertising of a plant which has caught the popular imagination and has thus been taken out of our hands. The multiflora rose is an example of this. In the past we had such things as the Catalpa bungei, the weeping mulberry, the "retinosporas," the Kieffer pear and even the blue spruce.

Often a choice plant will become a great fad as did the tulip in Holland during the tulip mania and then settle down to an important place in horticulture. My father was as responsible as anyone else for the English boxwood fad during the 20's, yet no one can deny that it is one of our finer landscape plants.

Among the fine plants that are being overpopularized into fads at the present time are the blueberry, the rose, the azalea, the two camellias, the dwarf yews, the flowering crab apple trees, the delphinium and perhaps the dwarf fruits.

No specific criticism is implied against the growers of these fine plants, but it is desirable that we recognize the true situation for what it is. In reality, it is making the public pay for the benefits and improvements being made in plants just as it pays for improvements in radio, automobiles and others.

The blueberry, for instance, is a high-cost and high income-producing fruit, suitable to limited ecological situations; I imagine of all the millions planted only a small proportion actually produce.

In the case of the rose, new varieties are continually being introduced, often little different from discarded varieties, yet if the variety list remained static the producers would fail.

The azalea is another plant that has been widely planted in areas where it has little chance of thriving. I have often wondered how many of all the azaleas sold last even two years. Yet in certain sections of the south and up along the east coast where the soil conditions suit, there are gardens and plantings that will never go out of style. The azalea breeders have been worse than the rose breeders; there are now so many hundreds of varieties available (at least as rooted cuttings) that the list is meaningless and full of what are, for all intents and purposes, duplications.

The Camellia sasanqua is another fad, especially in our sector, and I have been bitten by the bug. Camellias will be grown and sold along the east coast; there will be new varie-

ties, and the customer will be fascinated by them, and then will come a winter like February, 1934, when they will disappear and the customer will forget all about them. At least we hope there will be some truly hardy varieties by that time that can survive the freeze.

Nurserymen cannot grow enough dwarf yews these days to supply the demand, and I have no criticism of the plants as such, but I do think their excessive use makes for a stiff, severe planting without enough grace and freedom. I think when the demand for them has properly tapered off our plantings will be better.

The flowering crabs are like the azaleas, but with fewer soil limitations; they are cold climate plants, but there are just too many varieties.

The delphinium is a plant for the hobby grower alone and not for general garden use; nothing that you can do can make it otherwise.

The dwarf fruits, with their precocious fruiting and small size, are ideal for the small home garden, yet they do not overcome the bugaboo of numerous pests that plague the fruit tree of today. If a commercial orchard requires 17 sprays for perfect fruit so will the lone dwarf fruit tree in the back yard.

These fads and fashions in plants

- Large Specimen *Taxus Cuspidata*
- Hybrid *Rhododendron* • *Ilex Opaca*
- *Taxus Repandens*
- Azaleas
- Hemlock



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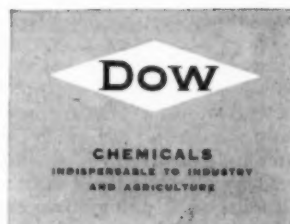
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are a necessary and important part of our business and, by judicious planning we can take advantage of them, but we must keep in mind that we can overpropagate as well.

### BURR HONORS EMPLOYEES

C. R. Burr & Co., Inc., Manchester, Conn., recently honored six of its employees upon the completion of 25 years of service, in a brief ceremony held at the company office.

Charles S. Burr, president, presented engraved watches to Miss Ethel Hewitt, Mrs. Helen Henry, Fred Harris, John Pottfay, Fred Yurkshot and Joseph Zinker, in appreciation of their service to the company during the past quarter of a century. Mr. Burr stressed the contribution of these employees to the steady growth and progress of the organization.

### HEMLOCK PEST IN VIRGINIA

The hemlock adelges, a pest that has been virulent on the west coast of the United States and in British Columbia, has for the last two years been causing widespread damage to the hemlock trees of Virginia. The pest was discovered about two years ago by Beverley Patton, Richmond,

a member of the Virginia Nurserymen's Association, and identified by scientists of the United States Department of Agriculture. It appears as cottonlike masses on the twigs near the base of the leaves. It causes the leaves to turn brown and shatter, exposing the twigs, which then die. Since the time Mr. Patton discovered the insect it has spread widely throughout Richmond, damaging many of the city's fine hemlocks.

Nurserymen should check their hemlock plantings carefully during May, when the eggs that have overwintered in the cottonlike masses begin to hatch, and be prepared to spray with benzene hexachloride at the first sign of this pest. Mr. Patton obtained excellent control in his Richmond plantings by using one and one-half pounds of benzene hexachloride in 100 gallons of water at the time the eggs were hatching.

W. A. COUPANGER, owner of the Elmore Nursery, Elmore, Minn., and Harry Warburton, Estherville, Ia., recently purchased a ranch near Billings, Mont., and converted it into a nursery. Mr. Warburton will operate the Montana property, while Mr. Coupanger remains at Elmore.

### LINING-OUT STOCK

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### ORNAMENTAL EVERGREENS

### Trees & Shrubs

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# Tree Maintenance

By Noel Wysong

## ARBORISTS' PHOTOGRAPHY

During the 20 years or so that I have been interested in photography, mostly on the amateur level, I have become increasingly convinced that the arborist who does not use a camera in connection with his occupation is missing many opportunities to make his work more profitable and pleasant. Dentists, physicians, engineers, architects, law enforcement officers and representatives of many other professions and trades have found that the camera can be of material aid in their work. To the arborist, it can be an efficient, versatile tool that will yield him bigger returns on his investment than any other single article of equipment he may purchase.

There are many different types and makes of cameras on the market—so many, in fact, that the arborist who wants to obtain the camera most suitable for use in his work is often in doubt which to buy. Selecting a good make of camera is similar to selecting any other tool; choose one that is made by a reliable manufacturer and in all probability it will give you years of satisfactory service. The type of camera is something else again, for as an arborist you will have specific requirements if you intend to use it as a tool to increase your income.

Good subject material for pictures in arboricultural work is often presented unexpectedly, and the time in which the picture may be taken is of short duration. If you want to get top-flight pictures, have your camera quickly available; form the habit of carrying it constantly in your car. You can do this more easily with a small, compact camera than with one that is large and bulky. If you utilize photography to the utmost, you will want a camera that takes pictures from which not only prints, but slides as well, can be made easily and inexpensively. In fact, you probably will find greater business use for your camera in making color slides for projection than for making prints. The so-called miniature cameras—those that take film of 35 mm. or thereabouts in size—seem made to order for such use.

Prices for cameras of this type range from \$50 or less up to several hundreds of dollars. Naturally, the more you pay, the better quality

camera you will get, but there are many satisfactory models in the "under \$100" price class. Certainly, you will need a few accessories—an exposure meter, a projector, a screen and a tripod are necessities if you want to make slides for projection. Excellent exposure meters can be bought for \$35 or less. Some photographers claim they do not need an exposure meter to get good pictures, but in my case, at least, that certainly is not true. My judgment of light conditions, particularly when I am using color film, has never been accurate enough to get the best results. Projectors range in cost from about \$25 up; for about \$40 you should be able to get one that will satisfy your needs for a long time. Prices on screens vary with the size and quality, of course; some can be bought for as little as \$15. A tripod, with an adjustable head, that is satisfactory for use with a miniature camera, costs about \$20. A tripod may seem like an unnecessary refinement, but many good pictures are lost because the camera could not be held steady for the length of time

needed to make the correct exposure. In short, for about \$200 you can get a camera and all the accessories you will need, initially at least, to begin taking pictures that may be used for the betterment of your business enterprise. This figure of \$200 is neither the minimum nor maximum you may pay for serviceable equipment; since your camera will last you a long time, it is wise to get the best you can afford.

Now, how can your camera be made to pay dividends? There are a number of ways. Everybody has an inherent love of nature and audiences are easily available to the person who can speak authoritatively, and show color slides, of the plant and animal life of the outdoors. Because the arborist's work is known to bring him in contact with trees, shrubs and flowers, and the animal life associated with plants, he is considered something of an authority on such matters and is a natural to be called upon for illustrated lectures before garden clubs, P.T.A. meetings, fraternal organizations and many other similar groups.

The arborist who fails to exploit this aspect of his vocation is certainly passing up a chance to become known and respected in the communities comprising the district in which he works. Lecturing pub-

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Write for special prices on quantity lots of Asparagus, Strawberries or Grapes. We can quote even more attractive prices than those specified in this advertisement to buyers interested in large quantities.

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licizes the individual arborist and arboriculture; it is the kind of advertising that cannot be bought through any of the usual media. It renders a service to the social life of the community, and it creates good will; often, it is the means through which highly profitable business contacts are made. The amount of lecturing an arborist can do depends largely upon the time he wishes to devote to it; based on personal experience, he can easily average two or three speaking engagements at community group meetings a month, and from most such meetings will come one or more sales leads.

Every intelligent arborist wants the work performed by his men to be of the highest possible quality; that quality depends in large measure upon how well the workmen understand what they are attempting to do. To train their men in methods of operation and to further their knowledge of various technical phases of arboriculture, many arborists periodically conduct in-service training schools for their employees. With the possible exception of using actual specimens, which certainly are not always available, there is no better way of teaching than by showing pictures and slides in natural color, accompanied by an adequate explanation.

Practically all phases of arboricultural work can be photographed, whether the subject is a tree or a tiny insect upon that tree, and the print or slide can be used most profitably in in-service training schools. Few of us possess the art of describing any object so interestingly and exactly that it can be remembered and identified later solely from the description given; if that description is supplemented with a picture of the object in natural color, it is much more likely to be remembered, and identification is greatly simplified. The best commercial advertising firms use a minimum of words and a maximum of pictures; they know that a good picture commands attention far in excess of written, or spoken, descriptive matter. Of the commercials that appear on your television screen, you remember the pictures of the product being advertised, I shall venture, much longer than what is said about it. Your audience, likewise, whether it is composed of your employees or members of a community organization, can be sold more easily with pictures.

A camera can be used to make a permanent record of work performed. Before-and-after pictures have long been used in many fields

## STILL PLENTY OF TIME to plant these pot plants

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<i>Callicarpa Purpurea</i> (Beautyberry). 2-inch pots .....	\$12.00	\$100.00
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<i>Euonymus Fortunei Minimus</i> (Baby Euonymus). 3-inch pots .....	25.00	225.00
2-inch pots .....	20.00	175.00
<i>Juniperus Chinensis Pfitzer</i> (Pfitzer's Juniper). 2 1/4-inch pots .....	20.00	
<i>Juniperus Glauca Hetzi</i> (Hetz Juniper). 2-inch pots .....	20.00	180.00
<i>Juniperus Horizontalis Plumosa</i> (Andorra Juniper). 2 1/4-inch pots .....	25.00	200.00
<i>Pentstemon Garnet</i> (Hardy red-flowering). 2-inch pots .....	15.00	125.00
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18 to 24 inches .....	4.00	35.00		
<b>HONEYSUCKLE TAT. RUBRA.</b> 3 to 4 feet .....	6.50	60.00		
<b>HYDRANGEA A.G.</b> 18 to 24 inches .....	5.00	45.00		
<b>HYDRANGEA P.G.</b> 2 to 3 feet .....	6.00	55.00		
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<b>LILAC, ROTHOMAGENSIS.</b> 2 to 3 feet .....	5.50	50.00		
18 to 24 inches .....	4.50	40.00		
<b>PHILADELPHUS CORONARIUS.</b> 2 to 3 feet .....	5.00	45.00		
<b>PHYSOCARPUS OP. NANA.</b> 2 to 3 feet .....	\$4.50	\$40.00		
<b>SPIRAEA ARGUTA.</b> 2 to 2 1/2 feet .....	5.00	45.00		
18 to 24 inches .....	4.00	35.00		
<b>TAMARIX AFRICANA.</b> 3 to 4 feet .....	5.00	45.00		
2 to 3 feet .....	4.50	40.00		
<b>TAMARIX HISPIDA.</b> 2 to 3 feet .....	4.50	40.00		
18 to 24 inches .....	3.50	30.00		
<b>VITEX MACROPHYLLA.</b> 18 to 24 inches .....	4.00	35.00		
12 to 18 inches .....	3.00	25.00		
<b>WEIGELA EVA RATHKE.</b> 2 to 3 feet .....	6.00	55.00		
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of work; such pictures are important in construction work, landscape design and forestry, to name just a few examples. One of the oldest-type (but still used) advertisements of hair restorers of various kinds use before-and-after pictures of a balding man who, after use of the product, grew a full head of hair. That such pictorial presentations have survived all the newest innovations in advertising is proof of their efficacy in overcoming sales resistance.

You have probably often wished you had before-and-after pictures of a tree or shrub that responded particularly well to some treatment you gave. And would not before-and-after pictures of a tree you bolted and cabled to rectify a split crotch be one of the strongest arguments you could use in selling a hesitant client on the value of such work? A camera can also be used to make a lasting record of various items or details of work seen at meetings or on field trips that the arborist might apply in his own organization. A good, homemade saddle for tree climbing, an ax sheath, a home-designed and constructed truck body for carrying tools and supplies, an effective sign advertising a business—all such and many other items can be recorded in exact detail with a camera.

A camera can be used for purposes other than financial gain. The value of a hobby as a means of relaxation and getting away occasionally from the worries of business labors is well-recognized. The strains and pressures under which all of us must live today must be relieved in some manner if we expect to retain a proper sense of proportion and values. Following a hobby often supplies the solution to this situation, and photography, for many individuals, can be that hobby. It is an absorbing pastime, no more expensive than one cares to make it, and the results are usually satisfying. Perhaps none of the pictures you take will ever win first prize in a contest, but with a little practice you will be able to take many of which you may be justifiably proud.

The subject matter of your pictures can be as varied as you desire. Certainly, if you use them in lectures as a means of advertising your work as an arborist, the subject matter will pertain to trees, shrubs, flowers and perhaps other vegetation such as grass and weeds. Among such pictures might well be included shots of the symptoms of the various diseases to which the plants of your

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Maple, Norway Maple and  
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Montmorency, 1-yr. 900 5/16-  
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community are subject; common insects in the different stages of their life cycle; common injuries of trees such as those made by guy wire girdling, wind and ice storms and grade changes; operations commonly performed in arboriculture such as feeding, pruning, cabling and bracing, and specimen trees and shrubs. The list of subject matter could be extended almost indefinitely; anything that pertains to any phase of arboriculture is likely to be of interest to people who own trees.

If you, as an arborist, want to gain greater recognition for yourself and for arboriculture in your community, accept every opportunity that is offered to speak at neighborhood and larger group meetings. The nature of your work makes it possible for you to tell a story that, to most persons, is fascinating. And you can tell that story better if you own, and use, a camera. It was a wise man, indeed, who said, "A single picture is worth a thousand words."

### ELM SCALE CONTROL

A small parasitic wasp introduced from France may be of material aid in bringing about control of the European elm scale, according to reports from the University of California agricultural experiment station, Riverside. In 1949, several hundred of these wasps were imported from the United States Department of Agriculture parasite laboratory in France, brought to California and released on scale-infested trees at Redlands, Sacramento and Pasadena. Scant results were noted during the first two years, but in 1951 the parasites were reported to have become well established in the trees at Redlands, doing an effective job of cleaning up the scale infestation.

The European elm scale, accidentally brought into this country from Europe about 1884 and now widely distributed throughout the United States and southern Canada, has few important natural enemies here. Introductions of parasitic enemies of the scale insect were made in 1908 and again in 1934, but the parasites did not become established and the ventures failed. It remains to be seen whether or not this latest introduction succeeds sufficiently well that the wasps will become an important factor in control of the scale insects.

N. W.

HARRY E. FRASER, owner of the Wellsweep Farm Nurseries, Norwood, Mass., has opened a new garden shop at his nursery.

## WAGE WAR ON SHADE TREE DISEASES

### CONTROL

BLACK WALNUT LEAF SPOT • RED OAK TWIG BLIGHT •  
ENGLISH HAWTHORN LEAF BLIGHT •  
HICKORY ANTHRACNOSE • OAK ANTHRACNOSE •  
SYCAMORE ANTHRACNOSE • RHODODENDRON  
AND MOUNTAIN LAUREL LEAF SPOT

WITH **Puratized\***  
**AGRICULTURAL SPRAY**

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For far too long shade tree diseases have run their devastating course unchecked. Today, after years of scientific research PURATIZED AGRICULTURAL SPRAY brings them under control. Long and thorough field tests have proved its effectiveness in preventing parasitic foliage disease of trees and shrubs. Assure the health and beauty of your trees with this new, scientific PURATIZED way of disease control.

Puratized Agricultural Spray assures

★A LOW-COST SPRAY PROGRAM. ★INSTANT WATER SOLUBILITY—cannot clog spray nozzles. ★NO INJURY TO THE TREE. ★NO VISIBLE DEPOSIT. ★EASY 2-IN-1 SPRAY PROGRAM—can be applied with common insecticides.

For Fruit Trees . . . Use PURATIZED AGRICULTURAL SPRAY to control scab and black rot or frog-eye leaf spot on apple trees; scab and fire blight on pear trees; brown rot blossom blight on cherry trees; brown rot blossom blight and leaf curl on peach trees.

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### EVERGREEN ROOTED CUTTINGS

	Per 100	Per 1000
Pfitzer Juniper . . . . .	\$10.00	\$95.00
Pyramidalis Arborvitae . . . . .	10.00	95.00
Hicks' Yew . . . . .	10.00	95.00
Yew, Cuspidata . . . . .	10.00	95.00

Ready after May 15.

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200 Taxus Nickel, 3 to 4 ft. and 4 to 5 ft.  
50 Taxus Walfield, 3 1/2 to 4 1/2 ft.  
50 Taxus Vermeulen, 3 1/2 to 4 ft.  
These plants heavy sheared specimens, 24 to 30-in. spread. Priced from \$15.00 to \$20.00 each.

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Stock came through winter in fine condition. Place your order now for April 20 to May 25 shipment.

If better seedlings can be grown, we will grow them.

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	Per 100	Per 1000
American Arborvitae,		
4-yr., 12 to 15 ins.	\$15.00	
4-yr., 8 to 10 ins.	10.00	
American Larch or Tamarac,		
4-yr., 12 to 18 ins.	8.00	
4-yr., 2 to 3 ft.	10.00	

### SEEDLINGS

American Arborvitae,		
3-yr., 4 to 8 ins.	3.50	\$30.00
2-yr., 2 to 4 ins.	3.00	22.50
Colo. Blue Spruce, 2 to 4 ins.	3.00	25.00
Norway Spruce, 2 to 4 ins.	2.50	22.50
Platte River Red Cedar, no blight, 1-yr., 2 to 4 ins., 75 per cent 3 1/2 to 4 ins.	\$2.00	per 100;
\$15.00 per 1000; \$12.00 per 1000 in lots of 10,000 or more.		
Wisconsin Red Cedar, blight-resistant, same grade and price as Platte River.		

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## ORNAMENTALS

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**GENERAL NURSERY STOCK**

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AMERICA'S BEST SOURCE  
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## Coming Events

### MEETING CALENDAR

May 25 to 27, Florida State Florists' and Nurserymen's Association, Miami.

May 26 to 28, short course for nurserymen, Texas A. and M. College, College Station.

May 31 to June 3, Alabama Nurserymen's Association, Russell Erskine hotel, Huntsville, Ala.

June 4 and 5, fourth annual refresher course, sponsored by California Association of Nurserymen at California State Polytechnic College, San Luis Obispo.

June 12 to 14, South Carolina Association of Nurserymen, Clemson house, Clemson College, S. C.

June 22 to 24, Mississippi Florists' and Nurserymen's Association convention, Heidelberg hotel, Jackson, Miss.

June 24 and 25, summer meeting of the Kentucky Nurserymen's Association, Howard Tilson's Spruce Hill Farm, Lexington.

June 25 and 26, spring meeting, Oregon Association of Nurserymen, Benton hotel, Corvallis, Ore.

July 10 and 11, nursery and landscape management conference, Michigan State College, East Lansing.

July 13 and 15, National Landscape Nurserymen's Association, Hotel Statler, Detroit, Mich.

July 13 to 17, American Association of Nurserymen, Hotel Statler, Detroit, Mich.

July 31 and August 1, summer meeting of the New York State Nurserymen's Association, Niagara Falls, N. Y.

August 12 to 14, summer meeting, Ohio Nurserymen's Association, Rieger hotel, Sandusky, O.

August 17 to 19, annual meeting of the Southern Nurserymen's Association, Admiral Semmes hotel, Mobile, Ala.

August 18 to 22, National Shade Tree Conference, Hotel Statler, Boston, Mass.

August 21, annual summer meeting of the Pennsylvania Nurserymen's Association, Eisler's Nursery, Butler, Pa.

August 25 to 27, convention of the Texas Association of Nurserymen, Hotel Adolphus, Dallas.

September 9 to 15, 13th International Horticultural Congress, Halls of the Royal Horticultural Society, London, England.

October 3 to 5, Texas Rose Festival, Tyler, Tex.

### KENTUCKY

#### SUMMER MEETING

Spruce Hill Farm, Lexington, Ky., owned by Howard Tilson, secretary of the Kentucky Nurserymen's Association, will be the gathering place for members of the association when they hold their summer meeting, June 24 and 25. The meeting will be officially opened at noon on the 24th, when Mr. Tilson is planning to serve a picnic-style chicken dinner. The group will then move to Boonesboro, Kentucky's first settlement, for swimming in the Kentucky river and

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"America's Finest"

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Evergreens, Fruit Trees, Shade Trees, Roses and Lining-out Stock.

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Phlox or Peonies  
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ALL YOUNG-GROWN STOCK

PROMPT SERVICE

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The Monroe Nursery

MONROE, MICHIGAN

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sight-seeing. A steak dinner at a near-by restaurant will be the next step in the proceedings, and then the party will spend the evening at a motel just outside Lexington.

On the 25th, the party will travel about 50 miles to Natural Bridge State park, where the afternoon will be spent sight-seeing. Members will then go their individual ways.

### TEXAS SHORT COURSE

The aspects of accounting that are involved in nursery management will receive particular attention at the short course to be given for Texas nurserymen, May 26 to 28, at the Texas A. and M. College, College Station.

After registration of attending nurserymen on the morning of May 26, the short course will be opened with a welcome by D. W. Williams, vice-chancellor for agriculture, A. and M. College system. This is to be followed by a discussion of the importance of standards for nursery stock by Carl Shamburger, Carl Shamburger Nursery, Tyler, Tex.; the computation of nursery costs by A. F. DeWerth, department of floriculture and landscape architecture, Texas A. and M., and the pricing of nursery stock, by R. B. Greene, department of care and maintenance of grounds.

After luncheon, the nurserymen will hear papers on the topics of soils for the nursery, by Dr. J. B. Page, department of agronomy; soil-testing procedures used at the college, by M. K. Thornton; fertilizers for nursery crops, by Mr. DeWerth; some newer insecticides useful in the nursery, by Dr. Dial Martin, department of entomology, and soil management for bedding and greenhouse plants, by William Vitopil, department of care and maintenance.

Early that evening, the Texas Association of Nurserymen will hold an executive committee meeting.

On the second day of the course, the nurserymen will hear a treatment of landscape construction problems, by R. F. White, and the proper location of shade tree plantings, by W. M. Ruff, both of the department of floriculture and landscape architecture. Mr. DeWerth will return to discuss some of the problems in large tree moving, and O. S. Gray, Sr., O. S. Gray Nursery, Arlington, will talk about the planting of fruit and pecan trees. The morning session will be completed after R. E. Odom, of the department of floriculture, discusses the proper selection of plants for interior plantings.

In the afternoon, Dr. J. R. Wat-

## CHICAGOLAND PLANTERS

### SPECIMEN EVERGREENS

	Per 10 (Each)
<b>Pfitzer Juniper,</b> 24 to 30 ins. ....	\$ 4.50
<b>Taxus Cuspidata,</b> 24 to 30 ins. ....	7.00
30 to 36 ins. ....	8.50
36 to 42 ins. ....	10.00
42 to 48 ins. ....	14.00
4 to 5 ft. ....	20.00
<b>Hicks' Yew,</b> 18 to 24 ins. ....	5.00
24 to 30 ins. ....	6.50
30 to 36 ins. ....	7.50
36 to 42 ins. ....	8.75

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(*Thuja Occidentalis*)

Grown from seeds collected by us from upland specimen trees in this northern Wisconsin area. You can't beat them.

	Per 100	Per 1000
2 yr., 2 to 4-in. sdgs. ....	\$2.50	\$20.00
3-yr., 4 to 6-in. sdgs. ....	3.00	25.00
3-yr., 6 to 8-in. sdgs. ....	4.00	35.00
3-yr., 8 to 12-in. sdgs. ....	5.50	50.00
4 to 6 ins., x. ....	7.00	65.00

Write for complete trade list.

### EVERGREEN NURSERY CO.

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2-yr., 6 to 8-in. sdgs.

**BURTON'S**  
HEADQUARTERS FOR  
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EVERGREENS, SHRUB LINERS.  
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FIND IN MOST LISTS! *Write!*  
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TAXUS — JUNIPERS — THUJAS  
HEMLOCKS — DEUTZIA GRACILIS  
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RATHEKE — TRANSPLANTS AND  
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Spreading and Upright

Finest Quality

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Write for Price List.

Box 457, LAKE CITY, MINN.

son, department of agronomy, will speak about the scientists' knowledge of turf grasses for Texas lawns. Fruit and nut varieties suitable for Texas will receive the attention of Tom Denman and Fred Brison, both of the department of horticulture. A tour of experimental work in progress at the college as well as a demonstration of soil sterilization methods will conclude the afternoon.

A dinner meeting that evening will present an illustrated lecture by W. M. Ruff, one of the morning's speakers, on certain landscape developments in California. A motion picture about the pecan in Texas will conclude the evening's entertainment.

The final day of the short course will consist of a morning session in which a group of nurserymen will talk on plant materials best adapted to Texas and take part in a panel discussion on plant materials for quick screens and narrow areas.

### MICHIGAN CONFERENCE

The program for the annual nursery and landscape management conference, July 10 and 11, at Michigan State College, East Lansing, Mich., is now being formulated. Among the key speakers selected to address the conference is Carl W. Wedell, department of horticulture, Long Island Agricultural and Technical Institute, Farmingdale, N. Y. Other speakers are being chosen from the Michigan State College staff. Prof. F. L. O'Rourke and Prof. Harold Davidson are cochairmen in charge of the program.

NURSERY of the soil conservation service, United States Department of Agriculture, has been moved from Waterloo to Kearney, Neb., where it will cooperate in research activities with the agronomy department of the University of Nebraska's college of agriculture.

FIRE recently destroyed a large barn and some nursery equipment at Chessick's Nurseries, Media, Pa.



**BLACK HILLS  
SPRUCE**

## BLACK HILLS SPRUCE

These are some of the nicest Black Hills Spruce transplants we have ever grown. Exceptionally well-rooted, stocky and well-branched. These will grow into specimen stock in a minimum of time.

	Per 100	Per 1000
4 to 6 ins., x.....	\$ 6.50	\$60.00
6 to 8 ins., x.....	8.00	75.00

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**EVERGREEN NURSERY CO.**  
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### NORTHERN-GROWN STOCK

Evergreen Liners  
Bleeding Hearts  
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Fruit Trees  
French Lilacs  
Philadelphus Minnesota Snowflake  
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### SPECIAL

Latham Raspberries

	Per 1000
1/4-in. up, strong.....	\$68.00
No. 1, strong.....	58.00

Cotoneaster Acutifolia

Seedlings still available  
in quantity.

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Ornamental Evergreens  
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*Minnesota Grown*

**FLOWERING CRABS  
ORNAMENTAL TREES  
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Fruit Trees and Berries

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**Complete Selection  
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Headquarters for

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Evergreens • Shrubs • Shade Trees  
Flowering Trees • Fruit Trees

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ROMEO, MICHIGAN



## COVER ILLUSTRATION

**Clematis Montana Rubens**

One of the most beautiful of the many species and varieties of clematis, yet not often seen in cultivation, is *Clematis montana rubens*. The plant is a medium to rapid-growing semiwoody vine, climbing by twining and twisting of the leaflet stalk to a height of 15 to 20 feet.

*Clematis montana* is native to the Himalayas, to central and west China. The variety *rubens* was introduced into this country by E. H. Wilson from China in 1900. The generic name, *clematis*, is an old Greek name for a climbing plant. The species name, *montana*, comes from the word, *montanus*, pertaining to mountainous regions. The variety name, *rubens*, means red.

The pink anemone clematis has three leaflet leaves, the leaflets being short-stalked, ovate to ovate oblong in shape and usually toothed. The leaves are bronzy-purple in color when unfolding.

The outstanding characteristic is the rosy-red to pinkish flowers, two to two and one-half inches in diameter. They are shaped like the flowers of the Japanese anemone and appear in bloom in May. The fruit is the characteristic plummy seed head of the genus *clematis*.

The clematis is rather exacting in its cultural requirements. It should be planted in a well-drained neutral or alkaline soil. The soil should be retentive of moisture. Mixing a little neutralized peat in the soil is advantageous. Providing a mulch to keep the soil cool is a good practice. Pot-grown plants transplant readily. Stem or crown rot is the most troublesome disease. Frequent spraying of the basal stems with Fermate may help to prevent the disease.

Rehder lists the pink anemone clematis as being hardy in zone 6, which includes parts of Kentucky, West Virginia, Maryland and similar locations. Since *Clematis montana* and its varieties flower on the past season's wood, plants are often too severely injured north of the hardiness zone to produce large quantities of flowers. Plants are best used in a light shade. Pruning of live wood should be delayed until after the bloom has passed.

Where hardy, this beautiful clematis can be used for climbing on pergolas or fences, as light screens on porches and for rambling over rocky areas. L. C. Chadwick.

# EVERGREENS

Each	Each
<b>Baker Arborvitae.</b>	<b>Juniperus Excelsa Stricta.</b>
3 to 4 feet.....\$1.75	15 to 18 inches.....\$1.00
4 to 5 feet.....2.25	18 to 24 inches.....1.50
<b>Bonita Arborvitae.</b>	24 to 30 inches.....1.75
18 to 24 inches.....1.50	3 to 4 feet (sheared)...2.65
24 to 30 inches.....2.00	<b>Juniperus Pfitzeriana.</b>
<b>Excelsa Arborvitae.</b>	(Full plants.)
30 to 36 inches.....1.40	12 to 15 inches.....1.25
3 to 4 feet.....2.00	15 to 18 inches.....1.75
<b>Berckmans Golden Arborvitae.</b>	<b>Juniperus Pfitzeriana Compacta.</b>
30 to 36 inches.....2.50	15 to 18 inches.....1.75
36 to 42 inches.....3.00	<b>Juniperus Sabina.</b>
<b>Juniperus Andorra.</b>	12 to 15 inches......90
15 to 18 inches.....1.00	15 to 18 inches.....1.15
18 to 24 inches.....1.50	18 to 24 inches.....1.60
24 to 30 inches.....2.10	<b>Juniperus Chinensis Sylvestris.</b>
	3 to 4 feet.....2.25

## CARTWRIGHT NURSERIES

Collierville, Tennessee

Hiway 72, East of Memphis

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We appreciate the fine business we've had and the good cooperation of our customers.

Digging began two weeks late. But with improved facilities we'll complete our shipping earlier than ever.

Our Scotch Pine stock was under-estimated. So we have a small stock remaining in the 3 to 8-in. size as well as ample stock in the 1 to 3-in. size. Also the few items shown in this ad.

We can now ship same day order is received.

	Per 100	Per 1000
Riga Scotch Pine, 2-0, 3 to 8 ins.....	\$ 5.00	\$ 28.00
Riga Scotch Pine, 2-0, 1 to 3 ins.....	3.50	14.00
25,000 or more, \$12.50 per 1000.		
Black Hills Spruce, 3-2, 6 to 9 ins.....	15.00	140.00
White Pine, 2-2, 3 to 8 ins.....	10.00	85.00
Dwarf Mugho Pine, 2-2, bed-run.....	10.00	80.00
Norway Pine, 2-2, bed-run.....	4.00	20.00

## MATTHEWS NURSERY

Phone: 123 or 732

Harbor Springs, Michigan

Telephone 1402

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NURSERY COMPANY

### FOR FALL DELIVERY 1952

Our Specials in Lining-out and Finished Stock Includes:

Pink-flowering Dogwood      Evergreens      Hedge Plants

Flowering Shrubs

Shade Trees and Vines

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Trade list mailed  
on request.

### "TREES for American Gardens," by Donald Wyman

376 Pages — Illustrated — Price \$7.50

AMERICAN NURSERYMAN, 343 S. Dearborn St., Chicago 4, Ill.

## TREES and SHRUBS

SHRUBS		Per 10	Per 100
Barberry Thunbergi.	18 to 24 ins., T.	\$ 4.00	\$35.00
Barberry Thunbergi.	24 to 30 ins., T.	6.00	50.00
Buddleia, Dubonnet and		5.50	
Bush Honeysuckle, Tatarica		4.50	35.00
Rosea, 2 to 3 ft.		5.00	45.00
Calycanthus Floridus.	2 to 3 ft.	4.50	40.00
Deutzia, Crenata and Pride	2 to 3 ft.	6.00	50.00
of Rochester, 2 to 3 ft.		8.50	75.00
Dogwood, Red Stem.	3 to 4 ft.	6.00	50.00
Lilac, Michel Buchner.	2 to 3 ft.	8.50	75.00
Lilac, Rothomagensis.	2 to 3 ft.	6.00	50.00
Philadelphus Coronarius.	6 to 7 ft.	20.00	
Snowberry, 2 to 3 ft.		4.50	40.00
Spiraea, Korean, 2 to 3 ft.		4.50	40.00

TREES		Each	Per 10
Chinese Elm, 6 to 8 ft.		\$1.75	\$15.00
Chinese Elm, 8 to 10 ft.		2.75	25.00
Lombardy Poplar, 6 to 8 ft.		6.50	
Lombardy Poplar, 8 to 10 ft.		8.50	
Lombardy Poplar, 10 to 12 ft.		12.50	
Filbert, American, 3 to 4 ft.		8.00	

FRUIT TREES — Assorted Varieties and Sizes—See our Ad April 1, 1952 issue American Nurseryman.

**WAYNESBORO NURSERIES**  
WAYNESBORO, VIRGINIA



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STOCK & LINERS**  
  
**LAIRD'S  
NURSERIES**  
Route 2  
RICHMOND, VA.  
5 mi. west of city  
on Broad St. Road

**We Offer**  
**OUR USUAL SUPPLY OF NURSERY STOCK**  
Apple Peach Pear  
Plum Cherry Apricot  
Figs Grapes Pecans

June Bud Peach  
Japanese Persimmon  
Ornamental and Shade Trees  
Send us your want list;  
write for prices.

**COMMERCIAL NURSERY CO.**  
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**Specializing in B&B Evergreens**  
**BROADLEAFS and CONIFERS**  
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P. O. Box H GREENSBORO, N. C.

### Old English BOXWOOD

(Wholesale Only)  
SELLING OUT. Specimens 20 x 18 ins. and up; also very large specimens. No smaller stock left. Special discounts on carload or truckload orders. Prices on request. Inspection invited.

**BOXWOOD GARDENS**  
Mrs. R. P. Royer High Point, N. C.

## OBITUARY

### W. E. Anderson

W. E. Anderson, 59, Louisiana commissioner of agriculture and widely known entomologist, died April 18, at Baton Rouge. The commissioner entered the hospital a week previously, after suffering kidney and heart attacks.

He was four days away from unopposed re-election to another term in a general election, held the Tuesday after his death, and would have begun his new term on May 22. Because election ballots already had been distributed, his name could not be removed before the balloting took place.

### Alvin Baker

Alvin Baker, 81, Iowa and Kansas nurseryman, died April 8 at his home at Baldwin, Kan. He had owned and operated Sunny Side fruit farm, near Baldwin, for 45 years, cooperating with Kansas State College experimental service at Manhattan.

He is survived by his widow, Mary; three sons, Dr. Leigh, John and Ray; two brothers, William and Earl, and a sister, Mrs. Ella Bradford.

### Alton E. Barnett

Alton E. Barnett, owner of Barnett's Nursery, Murray, Ky., died March 8, after several months' illness.

Mr. Barnett received his diploma in horticulture from Ohio State University in 1925. He was a nurseryman from the time of his graduation and for many years was a member of the Kentucky Nurserymen's Association.

He is survived by his widow, Mildred Shanks Barnett, who is continuing the operation of the nursery.

### Walter J. Greenhalgh

Walter J. Greenhalgh, Orange, N. J., died March 17 after an illness of two months. He was 69.

A native of Bury, England, Mr. Greenhalgh had resided at Orange about 40 years. He operated the former Webster Nurseries, at Orange, for many years. Later he was employed for five years by the Montclair golf club, and at the time he was taken ill was employed by the Cresmont golf club, West Orange.

He leaves three daughters, Mrs. Margaret Smith, Mrs. Anne Looby and Miss Marie Greenhalgh, all of Orange.

## NATIVE VINES

	Per 100	Per 1000
<b>LONICERA HALLIANA,</b> Hall's Honeysuckle.		
12 to 18 ins., liners .....	\$2.00	\$10.00
12 to 18 ins., 2 and 3 canes.	4.00	30.00
18 to 24 ins., 3 canes and up	5.00	45.00
<b>VINCA MINOR,</b> Myrtle Vine		
Medium liners ..	1.50	8.00
Medium clumps ..	4.00	30.00
Heavy clumps ..	5.00	40.00

**HENNESSEE BROS. NURSERY**  
P. O. Box 493 McMinnville, Tenn.

## QUALITY JUNIPER GRAFTS

For spring, 1952, delivery, from 2½-in. pots on Virginiana understock. We are grafting *Juniperus Virginiana Canaerti*, *Glaucia*, *Pyramidiformis* (Dundee), *Burki* and *Keteleeri*.

**PAUL ARTERBURN NURSERY**  
P. O. Box 72 St. Matthews, Ky.

## CHARLES SZEMORE

319½ Georgia St. Louisiana, Mo.

Collector of past due notes and accounts any place in the United States and foreign countries—Rates as below:

18 per cent on first \$300.00.  
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10 per cent on amount above \$500.00.  
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## OKLAHOMA CITY NOTES

Nineteen hundred fifty-two has been a good year on the whole for state nurserymen. The weather, as always, has not been 100 per cent favorable; sudden cold and rainy spells as well as dry have caused spasmodic rush and slack times, but the winter was reasonably mild in this area and rainfall has been sufficient for spring work to move forward in a satisfactory manner.

There has been a strong demand for all types of work. Greatest in the Oklahoma City area has been the demand for landscaping for new private homes. The refurbishment of old homes has created some of the demand, but there have been many jobs on large homes being built by private individuals. Building by the big developers has been slowed to some extent by the loan situation, and consequently demand for landscaping of these homes has lagged somewhat.

The buying trend seems to show a preference now for about half broad-leaved stock and half evergreens for most landscaping work, with a few flowering shrubs used on the rear of the lot. Many paper-shell pecans are used frequently for shade trees. More mimosas are being used this spring than ever before.

While there are fewer shortages than a year ago, broad-leaved plants are still in tight supply. Ranch-type homes and homes with overhanging eaves, now popular, have called for more broad-leaved plants, since these are better suited to this type of home than conifers, and this demand has helped deplete the normal supply of broad-leaved stock. Generous quantities of flowering shrubs are available, such as flowering crab, peach and plum. Nandinas are still short. There are plenty of the usual evergreens.

The new Bermuda grass developed by the United States Department of Agriculture, U-3, is growing in popularity here. This new strain of Bermuda for lawns is reported to stand dry weather better than the old type, as it requires less moisture. Other advantages claimed by those using it are: It does not grow so tall; it is more nearly free of disease, and it does not show discoloration so easily after mowing.

Linda is the name given the daughter born to Mr. and Mrs. Jack Garland, of Garland & Son Nursery, April 1.

R. E. Kenyon, landscape architect of Kenyon's Nursery, made a business trip recently to Enid and Elk City.

B. H. P.

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## Book Reviews

### FOUR GARDEN HANDBOOKS

Garden enthusiasts who are seeking utility as well as beauty in their grounds will find a set of four garden handbooks, recently published by Grosset & Dunlap, worthy of their attention. The books are written by John Hayes Melady, a versatile horticulturist, and illustrated by his daughter, Eva. Each concerns a different aspect of the home gardeners' art. They can be purchased separately at \$1.50, or in a boxed set retailing at \$5.95.

The first of these books, "Better Vegetables for Your Home Garden," deals with the problems of the aspiring vegetable grower, and the author pays special attention to the demands of economy, showing how a garden plot may be made to yield two crops each season, with a great variety of vegetables. Garden tools and their uses in certain basic cultivation practices, such as soil testing and drainage, are discussed.

Addressed to the average homeowner, who regards the condition of his lawn as the main factor in the landscaping of his home, "Better Lawns for Your Home" provides practical information about the planting and care of lawns, including an analysis of their troubles and appropriate cures.

Fruit growing has become important to many persons in recent years as improved varieties of trees have made growing possible even in small areas. "Better Fruits for Your Home Garden" suggests varieties best adapted to growth in the small or medium-size garden. The prospective grower is also given advice on methods of planting and transplanting young fruit trees.

"Better Flowers for Your Home Garden" treats what is probably the most popular topic with the amateur grower, notwithstanding the high price of food. The simplest as well as the most exotic blooms are described, and plants for every season and setting, whether it be rock garden, hedge or the decorative flower bed, are represented.

### BULLETINS RECEIVED

"Spray Recommendations for Tree Fruits in Eastern Washington" is a pamphlet recently published by the institute of agricultural sciences, State College of Washington, Pullman. At the beginning are directions on how the user can avoid be-

ing poisoned by some of the more harmful applications, and the treatment for such poisoning. The insects, mites and diseases of apples and pears are described and a spray program for combating these afflictions is presented. How certain sprays may be used to thin apple tree blossoms is treated in the pamphlet, as is their use in correcting zinc deficiency in the fruit orchard. The insects, mites and diseases of stone fruits and corrective treatment by means of these sprays complete the pamphlet.

"The Pine Tip Moth, How to Recognize and Control It," is the title of bulletin B-377 issued by the Oklahoma agricultural experiment station, Stillwater. The bulletin describes the insect and its habits, the species of pines attacked, where moth damage is most likely and what it looks like, and methods for controlling it. The book is authored by Michel Afanasiev and Donald Ashdown.

The Connecticut agricultural experiment station has published a new handbook on apple insect control. This bulletin, No. 552, may be obtained for \$1 by writing the station, Box 1106, New Haven. The pamphlet contains biological data, description of damage and control measures for some 40 apple insect pests of the northeast. To aid in identification, more than 80 photographs of the various pests are included. Authors of this pamphlet are Dr. Philip Garmam and J. F. Townsend.

### TEST SOD IN OHIO

The Melvin Wyant Nursery, Mentor, O., is conducting a test concerning preparation of sod and its effect on growing organisms. Two test groups of sod are being used and prepared differently, one lying fallow for two years before plowing and re-seeding to sod, the other lying for four years before plowing and seeding. Both areas are planted to roses at the end of four years. The roses are left for two more years, during which time any differences in their growth will be noted, as will the soil structure and organic matter content of the different sods.

Wyant's plans to use 400 to 500 pounds of 3-12-12 fertilizer at seeding time and a similar application on the 4-year sod during the third year of growth.

This field test is being supervised by the soil conservation service, the agricultural extension service and the college of agriculture of Ohio State University.

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Bartigon, light red.	34.00	Peach Blossom, pink.	48.00
Blue Aimable, blue.	36.00	Orange Nassau, orange.	48.00
Clara Butt, pink.	36.00	Electra, red.	48.00
Pride of Haarlem, red.	34.00	SINGLE TULIPS.	
Philip Snowden, light pink.	35.00	Couleur Cardinal, red.	50.00
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Wm. Pitt, red.	36.00	PARROT TULIPS.	
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Zwanenburg, white.	42.00	Fantasy, orchid.	38.00
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Mixed, all colors.	32.00	DAFFODILS DOUBLE NOSED.	
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## CHRYSANTHEMUM STUNT

In the past five years the virus disease known as chrysanthemum stunt has become well known to florists who grow that crop, and effective means have been found to eliminate the disease from florists' varieties. But Dr. S. L. Emsweller, principal horticulturist at the U. S. D. A. plant industry station at Beltsville, Md., states: "All of our information indicates that this disease is now widespread in outdoor chrysanthemums, and I believe it is going to cause nurserymen a great deal of trouble with their outdoor mums this year. If they understand the trouble and take the proper precautions, they can clean up their stocks."

Attention is called to a suggested program for nurserymen who wish to eliminate the disease from their hardy chrysanthemums, which is worth saving for future reference.

Select a small number of the very best plants for propagation, avoiding the weak and atypical ones as well as those known to be affected with stunt. This selection will normally be done in the field when the plants are in bloom. Place the clumps under lights at once in a greenhouse at 60 degrees Fahrenheit night temperature to return them to vegetative growth. Much time may be saved by lighting early, as the return to vegetative condition is much more rapid in October and November than during the darker winter months. Sterilize knife or shears by dipping in alcohol and then flaming them before each plant is touched in all pruning operations. Discard clumps that fail to produce vigorous normal shoots.

Take tip cuttings with a flamed knife from the first vigorous shoots produced by the stock plants, root these under lights and plant in sterilized soil under lights. Discard the field-grown stock plants, as these cuttings will replace them. A single-shoot index is an inconclusive test of the health of a whole clump because of the danger of partial infections, or "splits." At this time plant rooted cuttings of Blazing Gold in pots under lights for indexing the cuttings. Potted plants will be convenient for grafting, and space will be conserved when the diseased plants are discarded.

When the selected cuttings and the Blazing Gold test plants are about eight inches tall, assign a number to each cutting and graft the tip to a Blazing Gold plant which bears the same number. Take precautions against spreading stunt from plant to plant in grafting. Hold the grafts under lights for at least a



month to allow development of the scions and of lateral shoots from the stock plants. After two months, discard cuttings that produce stunt symptoms in Blazing Gold. If any scions failed, these tests are inconclusive at this time and should be repeated or the corresponding cuttings should be discarded. Cuttings that do not produce stunt on grafting to Blazing Gold are retained as the new stock plants. If these are kept under lights and grown without check, they will furnish many cuttings in turn before spring. Now the remaining Blazing Gold grafts may be placed in an unlighted house to flower, or lights could be turned off one month after grafting without hampering the expression of stunt in the leaves. When Blazing Gold flowers, some of the mosaic diseases may be recognized from the dwarfing or the small or defective blooms. Stock plant lines that give rise to mosaic symptoms should be discarded also. It is advisable to continue to keep all propagations from each indexed stock plant under the same number and to flame tools in passing from one numbered line to another. Any contamination due to errors made in carrying out the program will then tend to be confined to one line.

#### PLANT PATENTS

The following plant patents were issued recently, according to Rummeler, Rummeler & Snow, Chicago patent lawyers:

No. 1082. Ivy plant. Keith E. Williams and Esther M. Williams, Springfield, O. A new and distinct variety of ivy plant, characterized particularly by a 5-pointed leaf, with fluted, deep-cut, undulated edges and the points relatively sharp; by the color comprising a greenish ivory white border, the light green leaf design substantially uniformly spaced with the inner edge of said border and occupying the center of the leaf and a dark green leaf design superimposed on the light green area, the dark green design and the greenish-white border portions having a higher degree of reflectivity than the light green leaf design, and by the said leaves being arranged on a single stem at intervals alternately on opposite sides of the stem.

No. 1083. Rose plant. Roy L. Byrum, assignor to Joseph H. Hill Co., Richmond, Ind. A new and distinct variety of rose plant of the hybrid tea class, characterized as to novelty by the general similarity of its foliage, habits of growth and shape of bud and bloom to those of its parent, Pearl Harbor (plant patent No. 637); by the uniformity of the yellow color of its blooms, which shade to a somewhat darker yellow toward their center but hold their color during extremely hot weather, and by the distinctive and pronounced fragrance of its flowers, especially in cut flower groups.

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### LOS ANGELES PLANS SHOW

Amidst the most colorful setting in the annals of the group, the Los Angeles chapter will hold its May meeting on the night of the 21st, at the Elks Club, Alhambra, with the rose of today as the feature.

Arrangements have been made to seat an expected reservation list of 300 members and guests. The display of cut roses provided by the leading southern California commercial growers is expected to tax the capacity of the club's facilities.

Under the direction of Mrs. Connie Elmer, of Elmer Roses, San Gabriel, the clubhouse and dining room will be completely decorated with large bouquets of roses familiar to the trade. New varieties will be introduced for the first time, including the as yet unannounced 1953 All-America roses. Retail members of the group will thus have the opportunity of enjoying a preview of the new sorts as well as seeing the older varieties at their best.

Convinced that the members can do a better selling job with the aid of such shows, Robert E. Weidner, program chairman, of the Buena Park Greenhouses, Buena Park, plans similar exhibits for future meetings.

As guests of honor, Chapter Presi-

dent David L. Cunningham, of Descanso Distributors, Chino, will present Nancy True Thorne, queen of the 1952 Pasadena Tournament of Roses, and the famed Oakland dentist and rosarian, Dr. Charles Vernon Covell, who will be the speaker of the evening.

During the program, Miss Thorne, a lovely blue-eyed blonde student at the Pasadena City College, and her mother, Mrs. Chester J. Thorne, will be presented with roses in appreciation of their cooperation with the chapter.

As a 2-time past president of the American Rose Society, Dr. Covell is nationally known as a brilliant speaker, a fine organizer and an exceptional rose grower, whose personal garden of some 500 plants is adjudged as one of the finest on the Pacific coast.

Among the leading southern California commercial rose growers invited to display are Armstrong Nurseries, Inc., Ontario; Peter J. Booy Rose Nursery, San Jacinto; California Roses, Inc., Puente; H. A. Conklin, West Covina; Descanso Distributors, Inc., Chino; Elmer Roses, San Gabriel; Germain's, Van Nuys; Howard Rose Co., Hemet; Howard & Smith, Inc., Montebello; Matlin's Nursery, Ontario; Montebello Rose



Officials of the Los Angeles chapter of the California Association of Nurserymen invite Nancy True Thorne, queen of the 1952 Pasadena Tournament of Roses, to be guest of honor at the rose show to be held by the chapter May 21. The happy gentlemen are, left to right, Ed McNeill, director; David L. Cunningham, president, and Ralph Klages, treasurer.

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#### CENTRAL CHAPTER MEETING

Jack Schneider, past president of the California Association of Nurserymen's Central chapter, conducted the April meeting of the chapter in the absence of President E. H. Warren, who was having an operation performed on his foot. The meeting was held at the new supermarket salesyard and store of the East Bay Nursery, Berkeley.

Channing Jones, Ortho, made the suggestion that nurserymen can meet the competition of the supermarket that sells nursery stock by establishing "super supermarkets"; he used as an example the fine salesyard and store of the East Bay Nursery. These stores would stock not only plant materials but all the related items as well. He stressed the close relationship between sales and the number of visitors a store has, and, therefore, the importance of attracting people by means of advertising. Mr. Jones offered to help devise a radio program financed jointly by nurserymen and the firms that supply the nurseries with insecticides, fertilizers, etc. The supply firms have an interest in nursery sales as they have a direct affect on their own volume of orders. The chapter passed a resolution to present Mr. Jones' suggestions at the April meeting of the state board of directors.

Howard Kerrigan, of Kerrigan Nursery, Oakland, reported on the progress of the television program being jointly sponsored by the Peninsula and Central chapters. Central chapter members have donated \$320, with contributions still coming in. It was suggested that the two chapters discuss the possibility of cooperative advertising in other media as well.

Bert Bertolero, of Navlet's, Oakland, has been appointed chairman of the advertising committee, with Thomas Giantvalley, of C. G. Heim Co., Oakland, as a member of his committee, the third selection to be made at a later date. Mr. Bertolero is investigating the different forms of cooperative advertising.

John Snyder, of Jackson & Perkins Co., Pleasanton branch, the chapter's secretary, gave a report of the executive committee meeting, at which is decided the agenda for the general meeting.

A proposal to increase the dues

# ROSES!

Expressions Familiar to All  
Who Love Roses.

**R**ASPBERRY RED **R**EMARKABLE GROWTH

**O**RANGE-GOLD **O**VOID BUDS

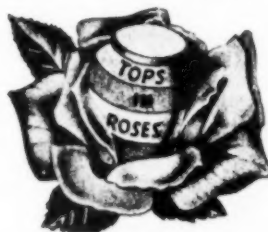
**S**AFFRON YELLOW **S**UPERB FOLIAGE

**E**XCITING BICOLOR **E**XHIBITION FORM

**S**HRIMP PINK **S**PICY FRAGRANCE

**WEEKS** "California Grown — Quality Known"

Familiar to all who demand



BUSHES • CLIMBERS • TREE ROSES

More than 200 varieties of bushes and climbers

INCLUDING AARS WINNERS

WRITE FOR 1952-53 LIST

**WEEKS WHOLESALE ROSE GROWER**

**O. L. Weeks**

Office and Mailing Address:

606 Cypress, SANTA ANA, CALIF.

Nursery Headquarters and Growing Grounds:

926 W. Ely, ONTARIO, CALIF.



# KNOW YOUR ROSES

THERE'S A BUSH FOR EVERY NEED  
**KNOW THE FIRM WITH WHOM  
 YOU DEAL**

IT MAKES A DIFFERENCE

TREES • CLIMBERS • BUSHES  
 NEW AND OLD

WHOLESALE ONLY

SEND FOR NEW CATALOG



## ELMER ROSES

6708 N. San Gabriel Blvd., San Gabriel, Calif.



### UNIFORM SUN CONTROL WITH



Alumathe House

## ALUMALATH

SO POPULAR... SO MANY USES...

Uniform shading from one foot to acres—  
 Patios for gracious outdoor living—Lath  
 houses for things you want to grow—For  
 cold frames—Greenhouse coverage—Or you  
 decide where! It's all aluminum.

**HARRY H. REYNOLDS**

2561 VALENCIA ST.,  
 SANTA ANA, CALIFORNIA



\$2.95 each, plus postage

WRITE TODAY

## MIST-SPRAYS

WILL  
**HUMIDIFY**  
 YOUR

**GREENHOUSE or PROPAGATING HOUSE**

to within 2 per cent, day and night. Improves  
 plant growth. Inhibits plant disease appreciably.

**COMPLETE SYSTEM for HUMIDIFICATION and IRRIGATION**

**PACIFIC WESTERN ENGINEERING CO.**

Sales Office: 5120 N. Agnes

TEMPLE CITY, CALIF.

Are you on our mailing list  
 for Catalog listing  
**Azaleas, Conifers,**  
**Heathers, etc.**

in lining-out stock.

Available in rooted cuttings and field  
 transplants grown in sandy loam.

**MITSCH NURSERY**

Wholesale Propagators and Growers of Evergreen Liners  
**AURORA, OREGON**

**Learn**

## ORNAMENTAL HORTICULTURE

A thorough, constructive home training  
 for employment or advancement in  
 Nursery Operations, Park Supervision or Main-  
 tenance, Landscape Designing or Landscape  
 Gardening. Send for Free bulletin. **APPROVED  
 FOR VETERANS.**

**NATIONAL LANDSCAPE INSTITUTE**

Dept. N-5, 310 So. Robertson, Los Angeles 48, Calif.

## Pronouncing Dictionary

of Plant Names and Botanical Terms

64 pages, 3000 names, **25c** per copy

**AMERICAN NURSERYMAN**

343 S. Dearborn St.

Chicago 4, Ill.

rebate from \$3 to \$6 per year on reg-  
 ular members, continuing with a 50  
 per cent rebate on the first year's  
 dues of new members, was discussed.  
 Acting President Jack Schneider, of  
 Orchard Nurseries, Lafayette, who is  
 state director for the Central chap-  
 ter, was instructed to present the  
 matter before the spring meeting of  
 the state board of directors.

The members received a sugges-  
 tion from Jack McDonald, of Mc-  
 Donald's Nursery, to change the clos-  
 ing day of nurseries during the sum-  
 mer off-season from Thursday to  
 Sunday. However, it was the gen-  
 eral opinion that for the present it  
 would be better to continue the  
 Thursday closing to avoid confusing  
 the public with a different closing  
 day for each season.

The subject of membership was  
 brought up for discussion. Although  
 it was agreed that C. G. Parrot,  
 chairman of the membership com-  
 mittee, has been doing a commend-  
 able job, it was noted that the chap-  
 ter is still behind the quota set by  
 the state association. Mr. Parrot ex-  
 plained that he found it impossible to  
 cover the entire area comprising the  
 Central chapter. Therefore, the  
 members recommended the appoint-  
 ment of more people to his commit-  
 tee to give complete area coverage.

Since the last meeting, the follow-  
 ing new members have been accepted  
 into the Central chapter: Tosh  
 Adachi, of Adachi Florist & Nursery,  
 El Cerrito; Phillip Cohn, of Foothill  
 Fertilizer & Nursery, Oakland, and  
 Frederick Kraus, of Fred's Nursery,  
 San Lorenzo.

The meeting concluded with a mo-  
 tion that the chapter continue its  
 present policy of alternating dinner  
 meetings with strictly business meet-  
 ings.

John Snyder, Sec'y.

### SALES TALK AT CENTINELA

An address, "Women in the Nurs-  
 ery Business," given by Mr. Artner,  
 of Swift & Co., highlighted the  
 April meeting of the Centinela  
 chapter of the California Associa-  
 tion of Nurserymen. The women in  
 question were the housewives that  
 are the major customers of the re-  
 tail nurserymen. Mr. Artner was  
 concerned with them primarily be-  
 cause of the new competition being  
 offered the nursery business by the  
 large chain stores, both grocery and  
 hardware. He asserted that competi-  
 tion was becoming greater between  
 these concerns and the nurseries than  
 among the nurserymen themselves.  
 This development is largely due to  
 the attraction that a 100 per cent  
 markup on plant materials has for

the other narrow-margin enterprises. Grocery stores seldom realize a gross profit on their canned goods of more than 2½ per cent. Another reason for this intensified competition is the wide demand that exists for nursery products.

The speaker made several suggestions for increasing the nurserymen's volume of business and keeping abreast of the changing conditions of competition. He suggested that nurserymen build greenhouses and stock plants for small containers, doing the planting that the chain stores cannot do. He urged them to arrange the nursery materials on staggered shelves, since research has shown that such a display can increase sales by as much as 312 per cent. Finally, he advised the nurserymen to take pains to keep their stores neat and clean, these qualities being important components of a store's eye appeal.

Mr. Artner concluded his talk by reviewing the results of a sales census taken in the San Joaquin valley, where it was found that 38 per cent of the people had occasion to visit a nursery at least once a year, and he compared this with the results of a similar survey made in southern California, where only 7 per cent visited a nursery that often. Mr. Artner thought nurserymen should make more liberal use of newspaper advertising to narrow this disparity. He particularly advised that all advertising should be directed at the woman customers, as they make 90 per cent of the retail purchases.

Earlier in the meeting, the chapter's president, Loring L. Bigelow, Newcastle Nursery, Torrance, introduced Mr. McGraw, McGraw Nursery & Florists, and Mr. Kamoto, Sun Nursery, who were accepted as new members of the chapter.

Paul Boggus, Sec'y.

#### REDWOOD EMPIRE MEETS

Lee Davidson, of the Pacific Guano Co., was the featured speaker at the 96th regular business meeting of the Redwood Empire chapter of the California Association of Nurserymen, held April 8, at Lena's, Santa Rosa.

Mr. Davidson showed a color film on gardening and the use of fertilizers. At the conclusion of the film, the speaker stated that it was not necessary for the nurseryman to have a fertilizer license when he has a legitimate place of business and a retail permit.

He advised that when a nurseryman is asked by a customer which fertilizer to use, the nurseryman

## PORTLAND WHOLESALE NURSERY CO.

306 S. E. 12th AVENUE

Avery H. Steinmetz

PORTLAND 14, OREGON

Paul E. Van Allen

We are distributors for B. F. Goodrich Rubber Budding Strips.

(Write us for prices)

We also distribute:

CLOVERSET Pots

RA-PID-GRO Fertilizer

WILT-PRUF Anti-transpirant

RITE-IN-THE-RAIN Waterproof Labels

### Quality Stock

CONIFERS AND BROAD-LEAVED  
EVERGREENS  
SHADE AND FLOWERING TREES  
FRUIT TREE SEEDLINGS  
FRUIT TREES  
DECIDUOUS SHRUBS  
VINES AND BULBS  
PORTLAND ROSES  
NURSERY SUPPLIES

*Write for our Catalog*

### Litho Blooms

We are now offering 150 full-color Litho Bloom images 4 inches x 5¾ inches—gorgeous pictures of Roses, Shrubs, Ornamentals, Bulbs, etc. Ready immediately to sell your DORMANT stock; tells your customers just what they will buy—color and form—no wasting time, no possible misunderstandings. Send for complete folder listing subjects, prices, sample, etc.

### SCHWABACHER-FREY CO.

735 Market St.

San Francisco, California

### A. MCGILL & SON FAIRVIEW, OREGON

*Wholesale only*

FRUIT TREE SEEDLINGS  
FLOWERING ORNAMENTAL TREES  
SHADE TREES

Constant Vigilance Results  
in Quality Stock

Combination carloads to Eastern  
distributing points.

Write for our List.

Eastern Representative:

Frank C. Donovan  
130 East 23rd St.  
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### MILTON NURSERY CO. MILTON Since 1878 OREGON

Flowering, Ornamental and  
Shade Trees

Oregon and Washington-grown  
Fruit Tree Seedlings

Angers Quince  
Rooted Cuttings

Our Combination Carlots to  
Eastern Distributing Points assure  
minimum transportation cost.

### RHODODENDRON LINERS

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3127 S. E. 43rd Ave., PORTLAND 6, OREGON

### F. A. DOERFLER & SONS NURSERY

150 N. Lancaster Drive

SALEM, ORE.

Phone 2-1322

### DOTY & DOERNER, Inc.

6691 S. W. Capitol Highway

Portland 1, Oregon

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*Wholesale Growers  
of  
General Nursery Stock*

## OREGON'S BEST SOURCE OF GOOD ROSES

A complete list of **HYBRID TEAS, CLIMBERS, BABIES and FLORIBUNDAS**. Also, one of the most complete lists of patent varieties, including the A.-A. R. S. award winners.

**SEND FOR OUR LISTS.**

**EASTERN REPRESENTATIVE:**

**FRANK C. DONOVAN**  
130 EAST 233rd ST.  
EUCLID 23, OHIO

**PETERSON & DERING**  
ROSE GROWERS  
Scappoose, Oregon

## PACIFIC COAST NURSERY

2244 N. Skidmore Ct. PORTLAND 11, OREGON

Pioneering Seedling Growers on  
the Pacific Coast Since 1914.

Specializing in Fruit Tree Seedlings and  
Shade and Flowering Trees.

French Apple Seedlings, Str. and Br.  
Domestic Apple Seedlings, Str. and Br.  
Bartlett Pear Seedlings, Str. and Br.  
Usuriensis Pear Seedlings  
Mahaleb Cherry Seedlings  
Maxard Cherry Seedlings  
Myrobalan Plum Seedlings  
American Plum Seedlings  
Angers Rooted Quince Cuttings  
English Privet Cuttings

John Holmason & Sons, Props.

Jan de Graaff's

**OREGON BULB FARMS**

P. O. Box 512

GRESHAM, OREGON

Lilies

Daffodils

Iris

## ROSES

Old and New

Fine-quality, two-year plants on  
Multiflora, ready now.

Send for list.

**MT. HOOD NURSERY**  
Rt. 2, Box 96 GRESHAM, OREGON

**PRONOUNCING DICTIONARY  
of Plant Names**

64 pages, 3000 names, 25¢ per copy  
American Nurseryman Chicago 4.

should never answer by saying that anything he has in stock is suitable; he should rather answer by asking for what it is to be used. Then he can recommend one or another without putting himself on the spot. If he does not answer in this manner, he cannot justify stocking more than one brand of fertilizer.

Clyde Von Graffen, horticulture director of the Sonoma county fair, led the group in a discussion on the possibilities of the chapter's sponsoring a commercial booth at the fair. According to the plan announced by Mr. Von Graffen, the booth would be stocked by a wholesale nursery firm on a consignment basis and be manned by the chapter. The wholesale firm would pay \$200 toward the space rental, and the balance would be paid by the chapter. It would be necessary for each nursery in the chapter to devote some time to the running of the exhibit.

After some discussion, a favorable vote was recorded for the plan, and the matter was turned over to a committee consisting of Harold Prickett, Cecil Bowman, Henry Martin, Tony Campiglia and Jim Gaddis. This committee was also to function as the premium committee. Mr. Gaddis, who is president of the chapter, was selected to plan the exhibit for the chapter at the fair.

At this meeting, the application for membership from The Gardens, operated by Cecil Bowman and Paul W. Clark, was approved. On a motion made by Harold Prickett and seconded by Leo Ihle, the member of the state association board of directors from the Redwood Empire chapter was instructed to ask for an increase in nursery license fees at the midyear directors' meeting.

Hugh Wallace, Sec'y.

## FIRE DAMAGES NURSERY

A recent fire caused extensive damage to the storeroom at the Bergen nursery, Coos Bay, Ore. The blaze originated in the area of the boilers, although its cause has not been determined. The entire 100-foot warehouse building, containing nursery equipment, stacks of fertilizer, a room-size refrigerator and the boilers, was destroyed, but the greenhouse stock and outdoor plantings were not injured. Estimates placed the loss in excess of \$7,500.

J. D. Bergen and his son, J. H. Bergen, who together own and operate the nursery, set about making temporary repairs immediately after the blaze was extinguished and were able to reopen for business on the next day.

## AMERICAN NURSERYMAN



We pay shipping costs on lining-out stock to all points in the United States, Canada and Alaska. No packing charge is made on either lining-out or balled stock.

**SHERWOOD NURSERY CO.**

EVERGREENS - Propagators & Growers  
Wholesale Only

141 S.E. 65th Ave., PORTLAND 16, ORE.

*America's Largest Selection*

## FLOWERING CRABS

40 varieties to choose from, including varieties such as:

Atrosanguinea	Hupehensis
Dolgo	Purpurea
Eleyi	Aldenhamensis
Oekonomierat	Echtermeyer
(weeping)	
Red Silver	Toringoides

Also Fruit trees Shade trees  
Shrubs

Send for Catalog. (Use your letterhead.)

**RICH & SONS NURSERY**

Hillsboro, Oregon

## KEEPS ROOTS MOIST

\* When packing bare roots or deciduous stock for shipment or storage, use Wood Feathers brand cedar shavings (red cedar shingle tow). There are 3 reasons for Wood Feathers' superiority:

1. Large moisture-absorbing capacity.
2. Will retain moisture for a long period of time.
3. Economical and easy to use.

*Wood Feathers*

BRAND

**CEDAR SHAVINGS**

P. O. BOX 96 NORTH PORTLAND, ORE.

## ROSES—TREE ROSES

A fine selected list including patented varieties. Highest quality—all field-grown. Write for list and prices.

**PACIFIC NORTHWEST ROSE NURSERY**  
P. O. Box 261 GRESHAM, ORE.

## BALED SHINGLE TOW

(CEDAR SHAVINGS)

**WM. A. JOHNSTON**

1722 N. W. 15th St. Portland 9, Ore.



### SHELTERBELT FOR TOWN

A shelterbelt of trees has been successfully used to protect the town of Shelly, Minn., from the high snow drifts characteristic of the winter weather in the Red river valley. The shelterbelt was planted in 1948, after successive winters with drifts of 30 feet had all but buried the town.

The project developed from consultations between the county agent, a former president of the Shelly chamber of commerce, and representatives of the University of Minnesota agricultural extension service. The belt was planned to be 150 feet deep and about a third of a mile in length.

The idea was further discussed by the town council and the chamber of commerce, and as a result a referendum was held, the town voting almost unanimously to purchase the necessary land and begin the planting.

Almost the entire population of 344 turned out that spring and some 4,000 cottonwoods, willows, elms and ash were planted.

The cottonwoods and willows are now as much as 20 feet high, even the slower-growing elm and ash are over head-high; all cut the force of the wind, reducing the snow problem to manageable proportions. The experience of this town shows the practicability of climate control even for the small community.

### ROSE GROWER EXPANDS

The Groen Rose Co., Inc., one of California's three largest rose growers, has been engaged in an expansion program over the past four years. This development began in 1948, when the company changed the location of its greenhouse from Montebello to the Santa Barbara area. The expansion is not completed and plans call for an additional 20,000 square feet of glasshousing to be built every second year.

The firm has installed about three acres of glasshousing on the new property since 1948, and its production has reached 750,000 roses per year. The roses are picked twice a day and refrigerated, and those for the Los Angeles market are shipped by truck; the eastern markets are supplied by plane.

Most of the roses handled by Groen's are of the long-stemmed type which command the premium market price. Outside the glasshouses, in the open air, the firm grows stocks, amaryllis, gladioli, daisies and Bird-of-paradise blooms.

## WANT ADS

Help and Situation Wanted and For Sale Advertisements.

Display \$3.50 per inch, each insertion.

Lines: 30¢ line; minimum order \$3.00.

### FOR SALE

Oregon nursery for sale. 17 acre retail nursery in mild climate of Willamette Valley. Near one of largest cities and on best traveled highway in state.

Salesyards in town and on nursery. 2-inch water mains cover nursery. Well irrigation. Growing widely diversified stock. Established 20 years. Address Box 874, care of American Nurseryman.

### FOR SALE

A flourishing 24-acre nursery; all acreage filled to capacity with choice medium-size salable growing trees, shrubs and evergreens. About 15 miles west of Chicago.

Illness in family makes this sale necessary.

**JOHN HARVEY NURSERIES**  
Lake Street and Mill Road,  
Addison, Illinois  
Phone: Elmhurst 4997

### FOR SALE

Buyers for nurseries of all types in any part of the country are reached through an ad in this department, the trade's real-estate and business market. This 2-inch space costs only \$7.00.

**AMERICAN NURSERYMAN**  
343 S. Dearborn St.  
Chicago 4, Illinois

### FOR SALE

Pipe fittings. Will sell or exchange for evergreens and evergreen transplants, new malleable cast-iron tees, reducing tees, elbows, street elbows, flanged unions, check valves, used Wallworth globe and gate valves, various sizes; fittings suitable for irrigation, hot water and steam heating; 300 ft. of 1 1/4-in. and 2-in. pipe covering, \$5 per cent magnesium. State requirements and stock available for exchange. **PAUL'S NURSERY**, Box 136, Joffre, Pa.

### FOR SALE

Only nursery in the capital city, established 1929. Five-room modern home and garage centrally located in Carson City. Two artesian wells. Stocked with trees, shrubs and plants. Complete with tools and equipment, only \$9,750. Terms if desired. **CARSON CITY NURSERY**, Carson City, Nevada.

### FOR SALE

Recalled to Navy May 1. Must sacrifice well-established nursery and plant business, 5000 ft. greenhouse, new boiler, office, truck, tractor, 7 acres planted. Lovely new 2-bedroom home. All for \$24,000, terms. Immediate possession.  
**COLEMAN'S NURSERY**  
Ft. Scott, Kansas

### HELP WANTED

Propagator — One thoroughly experienced in the propagation of general nursery stock, also with managing ability of this department. Beginning salary \$300.00 per month. Modern bungalow, four rooms and bath, available on the nursery.

**Gresham's Nursery**  
R.F.D. 9, Box 82  
Richmond 25, Va.

### SITUATION WANTED

Young nursery executive finds change expedient and seeks an opportunity with a reputable, progressive, stable nursery. Is intelligent, capable and personable as well as ambitious, persevering and accustomed to hard work and long hours. Has 10 years' experience in office and personnel management, advertising, sales, shipping and plant propagation. Available Sept. 1. Kindly address correspondence to Box 875, care of American Nurseryman.

### SITUATION WANTED

Horticulturist, age 33, experience as county agent, (part-time) nursery salesman, a college teacher for 5 years, with master's degree, wants nursery work. Can do landscape planning and painting. Prefer propagation. No extensive travel and permanent. Married. **ERNEST JENSEN**, Route 2, Wilburton, Oklahoma.

### SITUATION WANTED

Nursery superintendent with 16 years experience in all phases of nursery operations. Address Box 875, care of American Nurseryman.

### HELP WANTED

3 experienced nurserymen to take charge of shipping departments. A position of responsibility with comparable salary and the assurance of a secure future! Housing facilities available.

**THE WAYSIDE GARDENS CO.**  
Mentor, Ohio

**PRICE REDUCED**—Greenhouse on highway, Hamden, Conn. Has acreage and excellent frontage. Just the place for nurseryman, garden supplier or florist. **RAY WASON**, New Haven, Conn.

**RESULTS**—If you wish to hire help, secure a position, sell or secure property or merchandise, an American Nurseryman want ad will give you fast, sure results.

# CLASSIFIED ADS

Rate: 30 cents per line, each insertion.

Minimum order, \$3.00

Instructions for the next issue must be received by Monday, May 12.

## AZALEAS

### AZALEAS FOR GROWING ON PERICAT HYBRIDS

Glory, 2 1/2-in. pots  
Hampton Beauty, 2 1/2-in. pots  
Marjorie Ann, 2 1/2-in. pots  
Melody, 2 1/2-in. pots  
Pericat Orchid, 2 1/2-in. pots  
Pericat Pink, 2 1/2-in. pots  
Rhythm, 2 1/2-in. pots  
Symphony, 2 1/2-in. pots

### GLENN DALE HYBRIDS

Content, 2-yr. transplants  
Fashion, 2-yr. transplants  
Pirate, 2-yr. transplants  
Robinhood, 2-yr. transplants  
Rosette, 2-yr. transplants

### LEDIFOLIA (INDICA)

Ledifolia alba, 1-yr. trs. and 2-yr. trs.  
Ledifolia rosea hybrida, 2-yr. trs.  
2 1/2-in. pots, \$30.00 per 100.  
1-yr. trs., \$30.00 per 100.  
2-yr. trs., \$40.00 per 100.

Cash with order. F.O.B. Hampton, Va.  
Write for Wholesale Price List  
LE-MAC NURSERIES, Hampton, Va.

## AZALEAS

Hinodagiri and a few other Kurumes remain unsold. Nice bushy plants. Prices of most Kurumes, packing additional:

	Each	Each
	per 100	per 1000
8 to 10 ins.	\$1.10	\$9.00
10 to 12 ins.	1.35	1.15
12 to 15 ins.	1.75	1.50

Add 10c per plant for burlap wrapping.  
Send for complete list of Azaleas, Broad-leaved Evergreens, Shrubs, Trees, etc.  
The TANKARD NURSERIES  
Exmore, Va.

### 50,000 AZALEA LINERS

3 to 5 leads.

The finest we have ever grown.

Pomona, Clays, Elegans.

Some mixed Kurumes.

\$90.00 per 1000.

SILVER SPRINGS NURSERY

Silver Springs, Fla.

### AZALEA ROSEA FLORE PLENA

1000 fine budded plants.

ALFRED TEUFEL

11414 N. W. Cornell Rd., Portland, Ore.

## BERRY PLANTS

Hybrid Cultivated Blueberry Plants  
New Jersey raised 12,400,000 plants of hybrid cultivated Blueberries at last reckoning for one season. Jersey-grown, the king state on Blueberries raised more than the entire U.S. 2-yr., 12 to 18 ins., \$5.00 per doz.; 3-yr., 18 to 24 ins., \$8.00 per doz. Varieties: Concord, Stanley, Pemberton, Burlington, Roncoco, Ruhel. Have one foot Weymouth, the earliest and best comes entirely in June before any other variety, at the best price.

Plant until June 1.

WARREN SHINN, Woodbury, N. J.

### RASPBERRIES

	Per 1000
Latham Red, No. 1.	\$50.00
Cumberland, tips	30.00
Bristol, tips	25.00
Potomac, purple tips	50.00
Potomac, transplants	80.00
Sodas, purple tips	50.00

Indian Summer, transplants, \$8.00 per 100.

Indian Summer, No. 1, \$6.50 per 100.

C. H. BENEDICT, Grand Junction, Mich.

STRAWBERRY PLANTS—Double inspected, northern-grown. Dunlap, Beaver, Blake-more, Bellmar, Premier, Giant Robinson, \$7.50 per 1000; 10,000 up, \$7.00. Giant Gem, Streamliner, Minnetota, 1186 Everbearing, \$16.00 per 1000; 10,000 up, \$15.00. These are young, healthy, fresh-dug plants guaranteed to reach you in good growing condition.  
IOWA NURSERY, Farmington, Ia.

Strawberry Plants, Premier, Fairfax, Fairland, \$10.00 per 1000. Robinson, Dunlap, \$8.00 per 1000. Streamliner, Everbearing, \$12.00 per 1000. Twentieth Century, \$25.00 per 1000, in lots of 5000 or more.

PERCY STRAWBERRY NURSERY  
Kalamazoo, Mich.

## BULBS and TUBERS

### GIANT DAHLIAS

### MICHIGAN-GROWN

Ten each, 10 named and labeled varieties, \$10.00; or 50 giants, 25 miniatures and 25 pompons (10 varieties), labeled, \$10.00.

### HAV'ALOOK GARDENS

Fowlerville, Mich.

### HARDY MICHIGAN-GROWN LILY BULBS

Auratum, 7 to 9, \$30.00; 8 to 10, \$35.00 per 100.

Rubrum, 8 to 9, \$30.00; 9 to 11, \$40.00 per 100.

Immediate delivery.

New, rare, scarce and unusual, as well as standard varieties. Send for your free copy.

New wholesale list now ready.

J. HENDRIKS, Grower, Portage, Mich.

Per 100

Amaryllis, early-flowering hybrids, \$50.00

Amaryllis halliana (Hardy), 30.00

Amaryllis formosissima (Sprekella), 35.00

Amaryllis amazonica (Eucharis), 50.00

Zephyranthes, in 3 colors, 6.00

Callas, Albo maculata, 15.00

J. HENDRIKS, Grower, Portage, Mich.

## CAMELLIAS

### CAMELLIAS

CHOICE VARIETIES OUT OF 4-IN. POTS

Transplanted from 2 1/2-in. pots, one-year ago.

12 to 16 ins., 50c each.

WRITE FOR ILLUSTRATED PRICE LIST.

### DESCANSO DISTRIBUTORS, Inc.

Pipeline at Walnut, Chino, Calif.

Don't Be Late!

Mail advertising copy to reach

the American Nurseryman

Monday, two weeks before date of issue.

## CHRYSANTHEMUMS

### CHRYSANTHEMUMS

These are field-rooted divisions and will give utmost satisfaction for potting for spring resale or lining out.

### Cushion Types

	Per 100
*Bronze Cushion	\$4.00
*Major Cushion, new bright pink	5.00
*Pink Cushion	4.00
*Santa Claus, red cushion	4.00
*White Cushion	4.00
Yellow Cushion	5.00

Taller cut flower types

Acacia, single yellow	4.00
*Autumn Lights, new bronze early	4.00
*Algonquin, double bright yellow	4.00
Bonfire, new bronze-red, early	5.00
*Clara Curtis, early pink Korean	4.00
Border White, large-flowering Eng.	5.00
*Dean Kay, early pink	4.00
*Deanna, rose-pink	4.00
*Ember, glowing orange	4.00
*Hebe, large pink Korean	4.00
*Irene, white pompon	4.00
*Early Bronze, early pompon	5.00
Jean Treadway, outstanding pink	4.00
*Little Bob, bronze button	4.00
*Mrs. Morgan, large chestnut	4.00
*Pygmy Gold, yellow pompon	4.00
Pomponette, large yellow pompon	5.00
*Puray, bronze button	4.00
*Red Flame, outstanding pompon	4.00
*Red Kristina, large red daisy	4.00
Ruby Pompon, new red	5.00
Winnika, large flower, white	5.00
Burgundy, new good cut	5.00

\*Field clumps available in these varieties.

Only \$2.00 per 10; \$15.00 per 100.

25 of a variety at the 100 rate.

Minimum field divisions, 25 of a variety.

ELKHART NURSERY CO.

R.R. 1 Elkhardt 2, Ind.

Fine hardy field-grown Mum divisions from

cool mile-hi Denver, Colo.

20 at 100 rate. Minimum order, \$5.00.

Per 100

Hidatsa, low red cushion, \$5.00

Pohatcong, frosty lavender-pink, 5.00

Arikara, bronze, 20 ins. Aug., 5.00

Dahlia, wine-red, 14 ins., 5.00

Sonia, purple, high cushion type, 5.00

Harbinger, bronze-yellow, cut 5.00

Algonquin, butter-yellow, cut 5.00

Leda, huge heliotrope, pink, Eng., 5.00

Many other MUM varieties, same price.

Also other perennials. Send for price list.

Cash, please, or 50c per cent on C.O.D.

BILL'S NURSERY

1057 Cook St., Denver 6, Colo.

### CUSHION MUMS

Red-flowering Cushion, Big, husky, field

divisions, \$5.00 per 100; \$35.00 per 1000.

This is a bright red-flowering strain,

grows compact and starts blooming by Sep-

tember 1.

Cash with order, please.

WHERRY'S NURSERIES, St. Marys, W. Va.

### HARDY CHRYSANTHEMUMS

Strong field-grown divisions, state inspected.

Per 10 Per 100

Algonquin, showy clear yellow, \$0.75 \$4.00

Astrid, peach-pink Daisy, .75 4.00

Autumn Lights, gay

bronzy-orange, .75 4.00

Aviator, tall coppery-red, 1.00 6.00

Brilliance, bright red,

orange center, 1.00 6.00

Burgundy, early wine-red,

for cutting, .75 4.00

Chiquita, deep lemon-yellow

pompon, 1.00 6.00

Chris Columbus, tall fine

ivory-white, 1.00 6.00

Cliff Canyon, bright yellow,

1.00 6.00

Early Worm, hardy bright

yellow, 1.00 6.00

Eureka Giant, tall

golden-orange, 1.00 6.00

Goblin, warm bronze pompon, .75 4.00

Gold Dollar, hardy bright

yellow pom, 1.25 8.00

Harbinger, early bronze-yellow, .75 4.00

Inspiration, fine two-tone bronze, 1.25 8.00

Judd Anderson, bright

yellow button, 1.00 6.00

Nancy Copeland, spectrum-

red daisies, 1.00 6.00

Orchid Helen, early pink-orchid, 1.25 8.00

Red Velvet, double velvety

crimson, .75 4.00

Ruby Pompon, ruby-crimson,

erect stems, .75 4.00

Sequoia, large dbl. mellow-

amber, 1.00 6.00

Ski Trail, USDA, tall

cream-white, 1.25 8.00

Successor, early two-toned

orchid, 1.00 6.00

Yellow Abaster (English), large,

soft yellow incurved blooms, 1.50 10.00

### LOW-GROWING AND CUSHION TYPES

Black Velvet, bushy

midnight-red, 1.25 8.00

Bronze Cushion, early

pinkish-bronze, .75 4.00

Coclico, floriferous

lavender-rose, 1.00 6.00

Coral Sea, soft buff semidouble, .75 4.00

Dahlia, early quilled

wine-red, .75 4.00

Exeter, fluffy quilled yellow, 1.00 6.00

Glacier, very early pure

white dbl., 1.00 6.00

Golden Russet, frost-hardy

bright yellow, 1.00 6.00

Golden Wand, frost-hardy gold, 1.00 6.00

Little Eskimo, compact

double white, .75 4.00

Mrs. C. R. Hastings, soft red SD

Nanook, compact mounds of

white, 1.00 6.00

Pigmy Gold, early light

yellow pompon, .75 4.00

Pink Cushion, early light pink, .75 4.00

Salute, fine, deep red-purple dbl., 1.00 6.00

Sept. Bronze, hardy

golden-bronze, .75 4.00

Sept. Gold, poms on

large cushions, .75 4.00

White Cushion, white,

tinged pink, .75 4.00

Yellow Cushion Supreme,

soft yellow, 1.00 6.00

Not less than 25 of one variety at the

100 rate.

### ENGLERTH GARDENS

4652 S. Division Ave., Grand Rapids 8, Mich.

### HARDY ENGLISH CHRYSANTHEMUMS

A fine money-making line. Balcombe

Orange, Calumet, Commander, Constancy,

Duchess, Cydonia, Carefree, Gold-

finder, Imperial, Leda, Luntia, Musketeer,

Madame Butterfly, Phoenix, Purple Queen

and many more.

10 each of 10 varieties, \$10.00; 10 each of

20 varieties, \$20.00, etc., up to 10 each of 70

varieties, \$70.00. Send for retail list with

descriptions and wholesale list.

### SMITH GARDENS

613 Bryden, Lewiston, Idaho

### "COLORFUL GARDEN MUMS"

Our 1952 catalog listing of cuttings and

banded plants. Test-proven varieties plus

enticing new mums for 1952. Best in hardy

garden mums developed by leading Ameri-

can and European hybridizers. We propagate

exclusively for greenhouses, nurserymen,

landscapers, garden centers and cut flower

growers. Order "Colorful Garden Mums,"

today.

Also, select perennial list.

PRAIRIE SOUTHWEST FLORETUM

Fall River, Kan.

200,000 CHRYSANTHEMUMS — No. 1, rooted field divisions, packed 25 in bunch, labeled for color. Delivery starts approximately May 1, \$1.25 per 25, postpaid; \$4.00 per 100, postpaid; \$30.00 per 1000, express collect.

VARIETIES: Cushion—Yellow, Red, Pink, Bronze, White Supreme and Major (Pink). Semitall—Joan Helen, Algonquin, Early Yellow, Early Bronze. Write for prices on evergreen rooted cuttings.

O. K. NURSERY, Rt. 2, Buchanan, Mich.

### EVERGREENS

#### EVERGREEN LINING-OUT STOCK

##### FOR IMMEDIATE DELIVERY

ARBORVITAE	Per 10	Per 100	Per 1000
Occidentalis (American),			
6 to 8 ins. X.....	\$2.00	\$15.00	\$120.00
8 to 10 ins. X.....	2.50	18.00	150.00
10 to 12 ins. X.....	3.00	20.00	
Globe, 4 to 6 ins. X.....	2.00	17.50	
6 to 8 ins. X.....	2.50	22.50	
2-yr. field spread.....	3.50	30.00	
8 to 10 ins. spread.....	10.00	95.00	
2-yr. field.....	2.00	17.50	
Nigra (Dark Green American),			
4 to 6 ins. X.....	2.00	17.50	
Pyramidal, 4 to 6 ins. X.....	2.00	17.50	
8 to 10 ins. XX.....	4.00	38.00	
2-yr. field.....	6.00	55.00	
10 to 12 ins. XX.....	2.00	15.00	
2-yr. field.....			
Orientalis, 12 to 15 ins. X.....			
ROCKWOOD			
Japonica, rooted cuttings.....	7.00	60.00	
6 to 8 ins. X.....	2.50	22.50	
Sempervirens, 1-yr. T.....	10.00	90.00	
4 to 6 ins. X.....	2.00	17.50	150.00
6 to 8 ins. X.....	2.50	22.50	
Suffruticosa.....			
3 to 4 ins. X.....	15.00	135.00	
Dwarf, 4 to 5 ins. X.....	17.50	165.00	
6 to 7 ins. X.....	19.50	185.00	
EUONYMUS			
Carrierei, rooted cuttings.....	8.00		
6 to 8 ins. X.....	2.00	17.50	
Newport, rooted cuttings.....	8.00		
6 to 8 ins. X.....	2.00	17.50	
ILEX			
Crenata, 4 to 6 ins. X.....	2.00	17.50	
6 to 8 ins. X.....	2.50	22.50	
8 to 10 ins. X.....	3.00	25.00	
Convexa, 4 to 6 ins. X.....	2.00	17.50	
6 to 8 ins. X.....	2.50	22.50	
8 to 10 ins. X.....	3.00	25.00	
JUNIPERUS			
Irish, 4 to 6 ins. X.....	\$2.00	\$17.50	
6 to 8 ins. X.....	2.50	22.50	
Andorra, 4 to 6 ins. X.....	2.00	17.50	
6 to 8 ins. X.....	2.50	22.50	
8 to 10 ins. Old English.....	2.50	22.50	
Hetzl, 4 to 6 ins. X.....	2.00	17.50	
6 to 8 ins. X.....	2.50	22.50	
8 to 10 ins. X.....	3.25	27.50	
TAXUS			
Hatfield, rooted cuttings.....	8.00		
4 to 6 ins. X.....	2.00	17.50	
6 to 8 ins. X.....	2.75	22.50	
LIGUSTRUM			
Lucidum, 4 to 6 ins. X.....	2.00	15.00	
PRIVET			
Evergreen, 6 to 8 ins. X.....	2.50	20.00	
25 per cent with C.O.D. orders.			
Packing free.			
ESHAM'S NURSERIES			
Frankford, Del.			

#### EVERGREEN LINERS AND CUTTINGS

##### POT-GROWN AND TRANSPLANTS

Each—Per 100 Per 1000		
Arborvitae, Pyramidal, 3-yr.	\$0.20	\$0.18
field-grown.....	.26	.24
Taxus hicksi, 3-yr. field-grown.....	.26	.24
Viburnum burkwoodi, 1-yr. pots.....	.20	.18
HEAVY-ROOTED CUTTINGS		
From flats, rooted outside in bath house.		
For June 5 delivery, except those marked (*) ready now.		
Each—Per 100 Per 1000		
Arborvitae, American.....	\$0.10	\$0.09
Dark Green.....	.10	.09
Arborvitae, Globe Woodward.....	.10	.09
*Arborvitae, occidentalis.....	.10	.09
*elegantissima.....	.10	.09
*Arborvitae, Pyramidal.....	.10	.09
*Euonymus patens.....	.09	.08
*Taxus media hicksi.....	.10	.09
2 per cent discount and free packing for cash with order.		
250 plants at 1000 rate.		
MIAMI NURSERY CO.		
Tipp City, Ohio		

#### JUNIPER GRAFTS.

Canadeti, Glauca, Burki, Keteleeri, Hetzi and Pfitzeriana on Virginiana understock. Price \$40.00 per 100, regardless of number ordered. Terms: All cash with order earns free packing, or one-fourth cash and balance before shipping date plus packing charges at cost.

We invite comparison with grafts of any other company. Remember, when better grafts are made, Crume will make them. We get orders each year for twice as many grafts as we can make. Be smart and order early. A hint to the wise is sufficient.

T. C. CRUME NURSERY & LANDSCAPING CO.

Highway 42 Florence, Ky.

#### EVERGREENS, LINING-OUT STOCK

Per 100	
Euonymus fortunei.....	\$17.50
2 1/2-in. pot.....	12.50
Euonymus fortunei erecta.....	12.50
2 1/2-in. pot.....	17.50
Euonymus fortunei vegetus.....	12.50
2 1/2-in. pot.....	20.00
Forsetia Spring Glory.....	20.00
2 1/2-in. pot.....	20.00
Spiraea froebelii.....	20.00
2 1/2-in. pot.....	20.00
Juniperus glauca hetzi.....	20.00
2 1/2-in. pot.....	20.00
Juniperus douglasii.....	20.00
2 1/2-in. pot.....	20.00
Juniperus hibernica.....	20.00
2 1/2-in. pot.....	20.00
Taxus cuspidata.....	22.50
2 1/2-in. pot.....	25.00
Taxus hicksi.....	25.00
2 1/2-in. pot.....	20.00
Thuja pyramidalis.....	20.00
2 1/2-in. pot.....	20.00
Thuja pyramidalis improved.....	20.00
2 1/2-in. pot.....	20.00
Thuja woodwardii.....	20.00
2 1/2-in. pot.....	20.00
IVIES	
Hedera helix (Large-leaf English).....	12.50
2 1/2-in. pot.....	20.00
Hedera h. arborescens (Tree Ivy).....	20.00
2-in. pot.....	12.50
Hedera h. baltica (Baltic Ivy).....	12.50
2 1/2-in. pot.....	12.50
No charge for packing when cash accompanies order.	

#### THE HOLLANDIA GARDENS

South Vienna, Ohio

#### LINING-OUT STOCK

Rooted Cuttings. Per 100 Per 1000	
Ilex crenata convexa.....	\$10.00 \$90.00
6 to 8 ins. X.....	9.00 80.00
Taxus cuspidata, 6 to 8 ins. X.....	9.00 80.00
Taxus media hicksi.....	9.00 80.00
6 to 8 ins. X.....	9.00 80.00
Taxus mooni columnaris.....	9.00 80.00
6 to 8 ins. X.....	9.00 80.00
1-yr., 2 1/2-in. Rose Pots.....	22.00 200.00
Juniperus pfitzeriana.....	17.00 150.00
Taxus cuspidata.....	17.00 150.00
Taxus media hicksi.....	17.00 150.00
Taxus mooni columnaris.....	17.00 150.00
Well-established in 2 1/2-in. Rose Pots.....	15.00 135.00
Abelia grandiflora.....	\$17.00 \$150.00
6 to 8 ins. X.....	15.00 135.00
Deutzia gracilis.....	15.00 135.00
8 to 10 ins. X.....	20.00 180.00
2-yr. Beds.....	18.00 160.00
Taxus cuspidata.....	18.00 160.00
Taxus media, upright.....	18.00 160.00
All potted and bedded stock from 6 to 8-in. cuttings.	
Packing free and 2 per cent discount for cash with order. 25 per cent deposit on all orders.	

#### LEHIGH VALLEY NURSERIES, Inc.

Nazareth Pike, Bethlehem, Pa.

#### LINING-OUT STOCK.

Per 100 Per 1000	
Scotch Pine, 1-0, 1 to 3 ins. X.....	\$ 2.50 \$12.50
Scotch Pine, 2-0, 3 to 8 ins. X.....	3.00 25.00
Scotch Pine, 1-1, 3 to 6 ins. X.....	4.00 35.00
Austrian Pine, 2-0, 3 to 5 ins. X.....	3.00 25.00
Mugho Pine, 3-0, 4 to 8 ins. X.....	5.00 45.00
Mugho Pine, 2-1, 3 to 6 ins. X.....	5.00 45.00
Mugho Pine, 2-2, 4 to 8 ins. X.....	10.00 90.00
Table Mountain Pine, 1-2, 6 to 12 ins. X.....	6.00 50.00
Norway Spruce, 2-0, 3 to 6 ins. X.....	3.00 20.00
Norway Spruce, 2-1, 3 to 6 ins. X.....	3.00 20.00
Norway Spruce, 2-2, 4 to 8 ins. X.....	6.00 50.00
Black Hills White Spruce, 3-0, 3 to 4 ins. X.....	3.50 25.00
Black Hills White Spruce, 2-1, 2 to 5 ins. X.....	5.00 45.00
White Spruce, 2-0, 2 to 5 ins. X.....	3.00 25.00
Engelmann Spruce, 2-1, 3 to 6 ins. X.....	5.00 40.00
3 to 6 ins. X.....	4.00 30.00
Balsam Fir, 2-1, 2 to 4 ins. X.....	2.50 18.00
American Arborvitae, 2-0, 1 to 2 ins. X.....	2.50 18.00
2 per cent discount for cash with order.	

#### JOHN G. ZELENKA

R. 2, Box 293 Grand Haven, Mich.

#### EVERGREEN ROOTED CUTTINGS

Each—Per 100 Per 1000	
5000 Arborvitae, Pyramidal.....	\$0.10 \$0.09
4 to 7 ins. X.....	.10 .09
5000 Arborvitae, Globe Woodward.....	.10 .09
3 to 6 ins. X.....	.10 .09
5000 Arborvitae, elegantissima.....	.10 .09
4 to 6 ins. X.....	.10 .09
4000 Arborvitae, Chinese.....	.10 .09
4 to 6 ins. X.....	.10 .09
4000 Juniper, Irish.....	.10 .09
4 to 7 ins. X.....	.10 .09
5000 Juniper, excelsa striata.....	.10 .09
4 to 7 ins. X.....	.10 .09
3000 Juniper, Andorra.....	.10 .09
4 to 7 ins. X.....	.10 .09
7000 Taxus cuspidata.....	.10 .09
5 to 8 ins. X.....	.10 .09
We also have the above in 1 to 2-year field-grown. Write or come to see us. (One mile west of Rootstown) on Route 18.	
ROOTSTOWN GARDEN & GREENHOUSE	
Ravenna, Ohio	

#### JAPANESE BLACK PINE.

We are headquarters for heavy liners of a beautiful compact strain of Pinus thunbergii. JOSEPH A. HREN NURSERIES East Hampton, L. I., N. Y.

#### EVERGREEN ROOTED CUTTINGS

Well-rooted Ready to Ship	Per 100	Per 1000
Arborvitae, Pyramidal.....	\$9.00	\$80.00
6 to 8 ins. X.....	9.00	80.00
Arborvitae, dark green.....	9.00	80.00
American, 6 to 8 ins. X.....	9.00	80.00
Juniper, Pfitzer, 6 to 8 ins. X.....	9.00	80.00
Juniper, Hetz, 6 to 8 ins. X.....	9.00	80.00
Juniper, Savin, 6 to 8 ins. X.....	9.00	80.00
Taxus cuspidata, 6 to 8 ins. X.....	9.00	80.00
Taxus hicksi, 6 to 8 ins. X.....	9.00	80.00
Taxus browni, 6 to 8 ins. X.....	9.00	80.00

#### DE WINTER'S NURSERY

Grandville, Mich.

EVERGREEN SEEDLINGS, Well-rooted 2 to 4 ins., \$2.50 per 100; \$20.00 per 1000. American and Chinese Arborvitae; Balsam Fir; Austrian, Mugho, Scotch and Western Yellow Pine; Black Hills and Norway Spruce. 4 to 6 ins., \$3.50 per 100; \$30.00 per 1000. American and Chinese Arborvitae, European Larch; Austrian, Scotch and Western Yellow Pine; Black Hills, Norway and White Spruce. 6 to 8 ins., \$4.50 per 100; \$40.00 per 1000. European Larch; Scotch and Western Yellow Pine. Cash with order. Price list on request. C. WILSON'S NURSERY, Pembine, Wis.

#### ROOTED CUTTINGS

Ready to ship in early May only, postpaid. Cut 6 to 8 ins. Supply limited, order now.

Per 100	
Arborvitae pyramidalis, 4 to 6 ins. X.....	\$ 8.00
Juniperus Andorra.....	10.00
Juniperus glauca hetzi.....	10.00
Taxus andersoni.....	9.00
Taxus browni.....	9.00
Taxus cuspidata.....	8.00
Taxus hicksi.....	8.00
Taxus intermedius.....	9.00
Taxus capitata, leader cuttings only.....	12.00

#### EDWARDS EVERGREEN NURSERIES

West Lafayette, Ohio

#### LINING-OUT STOCK

Potted Evergreens	Each—per 100 per 1000
Abies balsamea.....	\$0.20 \$0.17 1/2
Abies balsamea.....	.17 .12 1/2
Pyramidal Arborvitae.....	.17 .12 1/2
Woodward Globe Arborvitae.....	.20 .16 1/2
Pfitzer Juniper.....	.20 .16 1/2

Terms: Cash with order. Free packing. 300 plants at 1000 rate.

#### VOGE NURSERY

New Lebanon, Ohio

#### AMERICAN HOLLY

Named Varieties ILEX OPACA 2-yr. stock 4-in. pots, some 5-in. pots, \$12.50 per 100; \$110.00 per 1000.

Bountiful (female berry-bearing) Cardinal, 1000 male intermediate. Plant 1 male to 10 females.

#### LOUIS DANK

1170 Broadway, New York 1, N. Y.

#### EVERGREEN PLANT MATERIAL.

ADVANCED LINERS in Azalea, Cornus, Cotoneaster, Ilex, Juniperus, Kalmia, Leucothoe, Pieris, Rhododendron, Taxus, Thuja, Tsuga, Viburnum.

Finished Trees in Colorado Blue Spruce. All Certified for Western Shipment.

Write for Wholesale Price List.

H. W. WEBER EVERGREEN NURSERY 16 Summer St. Weston 25, Mass.

#### ATTENTION!

Western New York Nurserymen Send for list of Evergreens

2-year seedlings Rooted cuttings 2 and 4-year transplants Come and see them.

Located at Indian Falls. WILSEY EVERGREEN NURSERY Corfu, N. Y.

Euonymus patens, Large Leaf, Each rooted cuttings from sand..... \$0.09

from 2 1/2-in. pots..... .12

Andorra Juniper, from 2 1/2-in. pots..... .16

Pfitzer Juniper, from 2 1/2-in. pots..... .16

Woodward Globe Arborvitae, 3-in. pots..... .30

Prices are for any quantity.

F.O.B. Kansas City, Mo. Cash, please.

GLASSCOCK BROS.

6119 Agnes Ave., Kansas City 4, Mo.

Juniperus japonica sylvestris (Japanese Juniper). Grows well in the lower south. The needle-shaped leaves are steel color and the smaller scale-like ones are dark green. Narrow and upright in habit.

Semi-hardwood, 5 to 6 ft., \$5.00 each. F.O.B. our nursery. April and May only.

Please mention American Nurseryman.

GLEN SAINT MARY NURSERIES CO.

Glen Saint Mary, Fla.

#### EUONYMUS.

Euonymus alatus compactus, 4 to 7 ins. 1-yr., transplanted cuttings, 4 to 7 ins. \$25.00 per 100.

This is all strong, heavy-rooted stock.

C. HOOGENDOORN

Turner Road Newport, R. I.

#### SPECIAL

Concolor Fir 2-yr., \$10.00 per 100.

(Not crowded in bed.)

PINE MOUNTAIN NURSERY

Iron Mountain, Mich.



## EVERGREENS—Continued

**JACK PINE SEEDLINGS**  
(*Pinus banksiana*)  
Two-year-old, 4 to 8 ins.  
\$3.50 per 100; \$13.00 per 1000.  
Priced for clearance.  
Only 2000 left.  
Cash, please. Packing free.  
**GREEN RIDGE NURSERY**  
Madison, Ohio

**NORTHERN-GROWN YEW**  
*Taxus cuspidata* rooted cuttings.  
Taken from entirely northern-grown stock.  
10c each per 100; 9c each per 1000.  
250 at the thousand rate.  
Free packing. Cash with order.  
**PETERSON'S NURSERY & GREENHOUSE**  
Rural Route 3  
Rochester, Minn.

**BIOTA PYRAMIDALIS**  
A compact Pyramidal Arborvitae, reaching a height of about 15 ft. Bright green and holds its color well. 2 to 3 ft., B&B, \$1.55 each, in lots of 50 and up, for cash, F.O.B. our nursery. April and May only.  
Please mention American Nurseryman.  
**GLEN SAINT MARY NURSERIES CO.**  
Glen Saint Mary, Fla.

**NORWAY SPRUCE TREES**  
The Last Opportunity.  
Husky, 4-yr. (2-3) transplants.  
8 to 12 ins. high, \$52.00 per 1000.  
5 to 7 ins. high, \$38.00 per 1000.  
4-yr. seedlings with excellent root systems.  
250 at 1000 rate. Cash with order, please.  
**CARROLL HILLS NURSERY**, Ipswich, Mass.

**EVERGREEN TRANSPLANTS.** Per 100  
*Juniperus pfitzeriana*, 6 to 9 ins., XX, field.....\$30.00  
*Juniperus von Ehrh.*, 9 to 12 ins., XX, field.....35.00  
Cash with order. Packing free.  
**DAMASCUS NURSERIES**, Damascus, Ohio

**EXCELLENT SEEDLING LINERS** Per 100 Per 1000  
*Juniperus scopulorum*, 2-yr., 4 to 6 ins.,.....\$6.00 \$50.00  
Shipped raddled and moss-packed.  
**THE HARRIS GARDENS**, Enterprise, Kan.

**EUONYMUS**  
*Radicans erectus*, patens Newport, carrierei and coloratus, from 2-in. pots, 10c each.  
**BALTIC IVY**  
Nice stock from 2-in. pots, 10c each.  
**STRATFORD GARDENS**, Delaware, Ohio

Per 10 Per 100  
*Pyracantha lalandi*, 1½-in. pots.....\$3.00 \$25.00  
*Euonymus kowensis*, 1½-in. pots.....3.00 25.00  
**BEARDSLEE NURSERY**, Perry, O.

**EVERGREENS**—Shrubs, trees, seedlings, transplants and finished stock.  
**THE PEQUOT NURSERIES**  
Brainerd, Minn.

**OREGON ENGLISH HOLLY TREES**  
**ALFRED TEUFEL**  
11414 N. W. Cornell Rd., Portland, Ore.

## GROUND COVERS

*Vinca minor*, organically grown plants, \$24.00, \$40.00 and \$60.00 per 1000. Liners, \$12.00 per 1000. Ready-to-plant made-up bundles, \$100.00 per 1000; potted in 3½x3½ in. Vita Bands. Need no transplanting. \$150.00 per 1000.

"Compost-Nectar," product of our own earth worms. Good for what ails your soil and plant life. Half a bid full to a sprinkling can of water produced amazing results for us. \$5.00 for 4 two-quart jars.  
**S. RODKIN, VARIETY NURSERY FARMS**  
R.F.D. Lambertville, N. J.

*Vinca minor*, Periwinkle and Myrtle, 1½ average canes, individually made up, 3-yr.-old, freshly dug, \$50.00 per 1000. Pachysandra, 1 to 2-yr., strong, \$65.00 per 1000.  
**H. C. WAUGH**  
R.F.D. 2, Cheshire, Ohio

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700 varieties and species.  
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Pansies, perennials and rock plants in wide variety. Send for catalog.  
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	Each	Each
	Per 10	Per 100
Baltic Ivy, 2½-in. pots.....	\$0.20	\$0.18
Anemone japonica, alba, 2½-in. pots.....	.25	.20
Alice, silvery-pink, 2½-in. pots.....	.26	.20
Kriemhilde, semidouble lavender-pink, 2½-in. pots.....	.25	.20
Whirlwind, semidouble, white, 2½-in. pots.....	.25	.20
Queen Charlotte, double pink, 2½-in. pots.....	.25	.20
Aster The Archbishop, NEW, Rich deep purple with huge flowers, 2½-in. pots.....	.35	.30
The Cardinal, NEW, Brilliant deep reddish-rose, Outstanding, 2½-in. pots.....	.35	.30
Janet McMullen, NEW, Soft rose-pink, 2½-in. pots.....	.35	.30
Mt. Everest, NEW, Best white, 2½-in. pots.....	.25	.20
The Sexton, NEW, Clear, vibrant lilac-blue, 2½-in. pots.....	.35	.30
Dianthus Wallace Red, 2½-in. pots.....	.25	.20
Geum Fire Opal, large scarlet.....	.25	.20
Princess Juliana, rich golden-yellow.....	.25	.20
Helenium persicarinum, reddish-bronze, tall.....	.25	.20
Riverton Gem, reddish-bronze.....	.25	.20
Riverton Beauty, yellow.....	.25	.20
Lythrum Morden's Pink.....	.25	.20
Campanula Blue Carpet.....	.25	.20
<b>SUNNY BORDER, Inc.</b> , Kensington, Conn.		

## BLEEDING HEARTS

	Per 100
<i>Dicentra spectabilis</i> , 3 to 5-eye.....	\$25.00
<i>Dicentra spectabilis</i> , 5 to 8-eye and up.....	40.00
<i>Dicentra eximia</i> , 3 to 5-eye.....	15.00
<i>Dicentra eximia</i> , 5 to 8-eye and up.....	20.00
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Rooted last fall, carried over the winter in 2½-in. pots ready for bedding or for either 1-gallon or 3-gallon cans.  
Texas Star, deep pink, white throat, single  
San Diego, large, single, rich scarlet  
Luna, large, single, red  
Wedding, single, brilliant, red ruffled flowers.  
Above varieties, strong well-established 2½-in. pots, \$20.00 per 100.  
Kona, finest semidouble pink, prolific and very strong grower, well-established 2½-in. pots, \$50.00 per 100.  
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**PHLOX, HEAVY-GRADE STOCK**  
PROMPT DELIVERY  
Per 100 Per 1000  
*B. Comte*, Satiny amaranth.....\$18.00 \$150.00  
*Chas. Curtis*, Sunset-red.....20.00 160.00  
*Daily Sketch*, Salmon-pink.....18.00 150.00  
*Dr. Kiern*, Silvery-lavender.....18.00 150.00  
*Katrien*, Light lavender.....18.00 150.00  
*Leo Schlageter*.....22.50 180.00  
*Brilliant scarlet*.....22.50 180.00  
*Mary Louise*, Pure white.....20.00 160.00  
*Mies Copyn*.....20.00 160.00  
*Clear pink*, carmine eye.....20.00 160.00  
*Pinkette*, Delicate pink eye.....20.00 160.00  
*Progress*.....18.00 150.00  
*Light blue* with deeper eye.....18.00 150.00  
*Purple Heart*, Deep blue-purple.....18.00 150.00  
*Rheinlander*, Salmon-pink.....18.00 150.00  
*Rosy Blue*, Soft lavender-blue.....18.00 150.00  
*Sir John Falstaff*.....25.00 225.00  
*Huge*, salmon-pink.....18.00 150.00  
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*Sweetheart*, Pure salmon-pink.....20.00 160.00  
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250 or more, one variety, sold at 1000 rate.  
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Mentor, Ohio

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Mentor, Ohio

TWO-YEAR, NO. 1, FIELD-GROWN

ROSES

HYBRID TEAS

	Each	Per doz.	Per 100
Babe Ruth (Pat. No. 996), rose-pink.....	\$1.25	\$13.20	\$ 95.00
Butterscotch (Pat. No. 613), capucine-buff.....	1.15	12.00	80.00
Capistrano (Pat. No. 922), fragrant, rose-pink.....	1.40	15.00	105.00
Douglas MacArthur (Pat. No. 581), salmon-pink.....	1.15	12.00	....
Edith Willkie (Pat. No. 500), shrimp-pink.....	1.15	12.00	....
Frau K. Druschki, pure white.....	.85	9.50	70.00
Fred Howard (Pat. No. 1006), yellow, pink edge.....	1.75	18.00	130.00
Hedda Hopper (Pat. App. for), fragrant, pink.....	1.25	13.20	....
Helen Traubel (Pat. App. for), fragrant, pink.....	1.75	18.00	130.00
K. A. Viktoria, pearly-white.....	.85	9.50	70.00
McGredy's Ivory, cream white.....	.85	9.50	....
Mission Bells (Pat. No. 923), shrimp-pink.....	1.40	15.00	105.00
Mary M. McBride (Pat. No. 537), salmon-pink.....	1.15	12.00	....
Pink Radiance, carmine-pink.....	.85	9.50	....
Santa Anita (Pat. No. 539), peach-pink.....	1.00	10.80	70.00
Sterling, pink.....	.85	9.50	70.00
Sutter's Gold (Pat. No. 885), yellow, coppery-red.....	1.40	15.00	105.00
Sleighbells (Pat. No. 1004), white.....	1.25	13.20	95.00
Tallyho (Pat. No. 838), rose bicolor.....	1.25	13.20	95.00
The Doctor, fragrant, silvery-pink.....	.85	9.50	....
Tom Breneman (Pat. No. 986), fragrant, coral.....	1.25	13.20	95.00
Eclipse (Pat. No. 172), rich yellow.....	1.15	12.00	....

**CLIMBERS NO. 1 GRADE**  
Blaze, red everblooming.....1.00 10.80 70.00  
Buff King, buff Horvath.....1.25 13.20 95.00  
Gold Rush, golden-yellow.....1.15 12.00 80.00  
Pink Wallace, rose-pink.....1.00 10.80 70.00  
Meda (Pat. No. 518), shrimp-pink Horvath.....1.25 13.20 95.00  
Mme. Greg. Staechelin, carmine.....1.00 10.80 70.00  
New Dawn, pink everblooming.....1.00 10.80 70.00  
Paul's Scarlet, scarlet-red.....1.00 10.80 70.00  
Peace (Pat. No. 932), bicolor.....1.40 15.00 105.00  
Silver Moon, pure white.....1.00 10.80 70.00

**FLORIBUNDAS**  
Cheerio, malow-pink......85 9.50 70.00  
Crown of Jewels (Pat. No. 149), dbl., coral-rose.....1.00 10.80 70.00  
Else Poulsen, rose-pink......85 9.50 70.00  
Glorious (Pat. No. 879), Tyrian-rose.....1.00 10.80 70.00  
Improved Lafayette, crimson......85 9.50 70.00

**POLYANTHUS**  
Imp. C. Brunner (Pat. No. 85), peach-pink......85 9.50 70.00  
Red Ripples, intense red.....1.00 10.80 70.00  
Sparkler, deep crimson......85 9.50 70.00  
Crimson Roseette (Pat. No. 301), velvety red.....1.15 12.00 80.00  
Pink Rosette (Pat. No. 902), peach pink.....1.15 12.00 80.00

**SHRUB ROSES**  
Grass an Aachen, salmon-pink......85 9.50 70.00  
Lipstick, corise.....1.15 12.00 80.00  
Ming Toy (Pat. No. 900), brilliant rose.....1.00 10.80 70.00  
Sir Thomas Lipton, pure white.....1.15 12.00 70.00

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All No. 1 sizes by U. S. Standards.  
Scientifically wrapped and waxed to retain full vigor.  
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For Crab Grass Control—Immune to Pests.  
Requires only occasional mowing.  
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Dealers: Write for distributors' prices.  
**HERBST BROTHERS**  
92 Warren St., New York 7, N. Y.  
1951 crop Peach seeds, high germination.  
About 5000 seeds per bushel. \$2.50 per bu.  
**RIVERDALE NURSERIES**, Riverdale, Ga.

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Quality liners that are sure to satisfy. 31 years' experience nets good results. We solicit your orders.

TERMS: Net cash with order, no packing charges; or 50 per cent cash with order and balance plus packing at cost C.O.D. Orders for less than 10 of a variety not acceptable. Minimum order \$10.00. 50 of variety at 100 rate, 500 of variety at 1000 rate when quoted. Other terms per our latest price list.

SHIPMENTS: In order of receipt via rwy. express unless parcel post requested and postage remitted with order. Made per your instructions except stock marked May or June, which will be shipped when ready in the month specified.

	Each	Per 10	Per 100
ABELIA grandiflora, 2 1/2-in. pot	\$0.17 1/2	\$0.14	
ACEER pal. atropurpureum, 1-yr. sdg., 2 1/2-in. pot	.35	.30	
AZALEA amena, 2 1/2-in. pot	.29	.15	
1-yr., 3-in. pot	.50	.40	
AZ. arborenses, 12 to 15 ins. XX, field	.90	.75	
AZ. GHEENT HYBRID, 1-yr. gr. or layer, 3 1/2-in. (May)	.35		
Bouquet de Fleurs, deep pink Coccinea Speciosa, orange-red Pallas, early red			
AZ. hlnodigiri, strong, 1-yr., 3-in. pot	.50	.40	
AZ. HINO. CHIMBOSHI, dark w. hardly bright crimson non-fading, dark foliage, 2 1/2-in. pot (May)	.25	.20	
strong, 1-yr., 3-in. pot	.60	.55	
AZ. kaempferi (Torch), 2-yr., X, 4 to 8 ins.	.30	.25	
4 to 6 ins. XX, (June)	.40	.35	
6 to 8 ins. XX, (June)	.55	.45	
8 to 10 ins. XX, (June)	.75	.60	
AZ. k. Carmen, low bushy pink, strong, 1-yr., 3-in. pot	.50	.40	
AZ. k. Fedora, tall pink, 2 1/2-in. pot	.22 1/2	.17 1/2	
AZ. k. Mary, deep pink, 2 1/2-in. pot	.22 1/2	.17 1/2	
strong, 1-yr., 3-in. pot	.55	.45	
AZ. k. obtusa, lilac-pink, 2 1/2-in. pot	.22 1/2	.17 1/2	
AZ. k. late-blooming hybrid, salmon-pink to salmon-orange, 2 1/2-in. pot	.22 1/2	.17 1/2	
strong, 1-yr., 3-in. pot	.55	.45	
AZ. ledifolia alba, 2 1/2-in. pot	.17 1/2	.15	
AZ. ledifolia Lilacina, large lavender, strong, 1-yr., 3-in. pot	.50	.40	
AZ. mollis, C. R. Van Nes, red, 4 to 6 ins. XX (June)	.40	.35	
6 to 8 ins. XX (June)	.50	.45	
AZ. mollis, Hugo Hardyzer, bright red			
4 to 6 ins. XX (June)	.40	.35	
6 to 8 ins. XX (June)	.50	.45	
8 to 10 ins. XX (June)	.75	.60	
AZ. MOLLIS HYBRIDS, 1-yr. gr. or layer 3 1/2-in. pot (May)	1.35		
Hort. H. Witte, orange-yellow W. E. Gumbleton, yellow			
AZ. poukhanensis, early rose-purple, 3 to 6 ins. X (June)	.25	.20	
6 to 8 ins. X (June)	.30	.25	
AZ. VUYKIA, 2 1/2-in. pot (May)			
JOHANN STRAUSS, salmon-rose	.30	.25	
JOSEPH HAYDEN, lilac	.30	.25	
P. W. HARDYER, carmine-rose, large	.30	.25	
AZ. Yaeshojo (USDA), HinH red, 2 1/2-in. pot	.25		
AZ. yodogawa, dbie, bright purplish-pink, early, hardy, ctgs. of selet strain, 2 1/2-in. pot	.22 1/2	.17 1/2	
BUXUS mic. koreana, 2 1/2-in. pot (May)	.25	.20	
CALLICARPA japonica, 1-yr. X, 12 to 15 ins.	.30	.25	
CHAM. (Ret.) pnisfera aurea, r.c., 6 to 8 ins.	.12 1/2	.10	
CHAM. ob. gracilis, 1-yr. gr., 3-in. pot, 8 to 10 ins. hvy.	1.00		
CORNUS florida, 3 to 4 ft., multiple stems	.90	.75	
COTONEASTER dielsiana major, scarlet fruits in fall, arching, 2 to 3 ft., XX (B&B 50)	1.00	.75	
COTONEASTER horizontalis, 2 1/2-in. pot (May)	.25	.20	
1-yr., 3-in. pot, 6 to 10 ins.	.45	.35	
ILEX aquifolium, female, 2 1/2-in. pot (June)	.35	.30	
ILEX aquifolium, male, 2 1/2-in. pot (June)	.35		
ILEX crenata (convexa seedlings), 2-yr. S, 3 to 5 ins., 2 1/2-in. pot	.20	.15	
3-yr. S, 4 to 8 ins., 2 1/2-in. pot	.30	.25	
ILEX crenata, selected strains, r.c., 4 to 6 ins.	.11	.08	
r.c., 6 to 8 ins.	.12	.09	
1-yr., 2 1/2-in. pot	.30	.25	
ILEX crenata convexa (bullata), r.c., 4 to 6 ins.	.12	.09	
2 1/2-in. pot (May)	.25	.20	
1-yr., 2 1/2-in. pot	.35	.30	

(Continued in next column)

## FOR THREE DOLLARS

you can offer that surplus in a classified ad of 10 lines on these pages—quickly and easily turning stock into cash.

## AT ONLY 30c PER LINE

you can keep a list of specialty items before trade buyers through the selling season at small cost.

Send your copy (count 6 average words to line) for the next issue to reach us by May 12.

## AMERICAN NURSERYMAN

343 S. Dearborn St.

CHICAGO 4, ILL.

(Continued from previous column)

	Each	Per 10	Per 100
ILEX cr. latifolia, r.c., 4 to 6 ins.	\$0.11	\$0.08	
r.c., 6 to 8 ins.	.12	.09	
1-yr., 2 1/2-in. pot	.30	.25	
ILEX cr. microphylla, 2 1/2-in. pot (May)	.25	.20	
ILEX cr. rotundifolia, 2 1/2-in. (May)	.25	.20	
ILEX glabra (Inkberry), 2 1/2-in. pot (May)	.25	.20	
ILEX opaca pyramidalis, female, hardy, pyramid, bright red berry, 2 1/2-in. pot (May)	.35	.30	
JUNIPERUS pfitzeriana, 1-yr., 2 1/2-in. pot	.30	.25	
KERRIA Jap. pleniflora, 2 1/2-in. pot	.22 1/2	.17 1/2	
LIGUSTRUM ovalifolium (Calif.), 2 1/2 to 30 ins., 3 canes up	.12		
MAG. soulangeana, pink and white, 2 1/2-in. pot	.60	.50	
1-yr., 2 1/2-in. pot	.70	.60	
1-yr., 3-in. pot	.90	.75	
MAG. soul. rustica rubra, deep purple, 2 1/2-in. pot	.75	.65	
MAG. strelata, white star, 2 1/2-in. pot	1.60	.50	
1-yr., 3-in. pot	.90	.75	
MAG. stellata Water Lily, pink and white water lily type fl., 1-yr., 3-in. pot	1.00	.85	
PIERIS floribunda, 2 to 4 ins. X (June)	.30	.25	
2 to 6 ins. X (June)	.35	.30	
PRUNUS laurocerasus schipkaensis, hardy cherry laurel, 2 1/2-in. pot (May)	.30	.25	
PRUNUS Vesuvius, Purpleleaf Plum, 2 to 3 ft.	.60		
PYRACANTHA esch. laurandi, Fire thorn, 2 1/2-in. pot (May)	.30	.25	
RHODODENDRON HYBRIDS, own-root, 3-in. pot, \$9.50 per 10; \$42.50 per 50 (May)			
Album Elegans, tall white English Roseum, dark rose			
Purpureum Elegans, light purple Roseum Elegans, rose-pink (10c less per plant)			
Roseum Superbum, large soft pink, late Caractacus, crimson, (10 rate only)			
1-yr., graft, 3 1/2-in. pot. Imported and potted in January, ready in May. Heavy branched plants, each one growing.	\$17.50 per 10; \$81.25 per 50; \$150.00 per 100.		
Caractacus, crimson, 9 to 15 ins.			
Dr. Dresselhuys, red, 8 to 15 ins.			
Dr. Rutgers, red, 9 to 15 ins.			
Lady Clement, rose-pink, 9 to 12 ins.			
Mrs. P. den Ouden, red, strong grower			
Prof. F. Bortex, fine red, 8 to 12 ins.			
Roseum Elegans, rose-pink, 8 to 10 ins.			
Van der Hoop, carmine-rose, 10 to 15 ins.			
Van Weerden Poelman, crimson, 10 to 15 ins.			

Each—Per 10 Per 100

RHOD. myrtifolium, dwarf pink, 2 1/2-in. pot	\$0.50	\$0.40	
RHOD. HYBRID SEEDLINGS, red, 2 1/2-in. pot (June)	.35	.30	
RHOD. HYBRID SEED, red, narent plants, 75c per pkt.			
TAXUS baccata repandens, r.c., 6 to 8 ins. (June)	.15	.12 1/2	
1-yr., 2 1/2-in. pot	.30	.25	
TAXUS cuspidata, spr., r.c., 8 to 10 ins.	.13	.10	
TAXUS cusp. densiformis, r.c., 4 to 8 ins.	.15	.12 1/2	
1-yr., X	.25	.20	
TAXUS cusp. intermedia, r.c., 6 to 8 ins.	.12	.10	
r.c., 8 to 10 ins.	.15	.12	

(Continued in next column)

(Concluded from previous column)

	Each	Per 10	Per 100
TAXUS cusp. Vermeulen, r.c., 4 to 6 ins.	\$0.16	\$0.14	
1-yr., X, 6 to 8 ins.	.18	.16	
TAXUS cusp. thayerae, r.c., 8 to 10 ins.	.15	.12	
TAXUS media hatfieldi, upr., r.c., 4 to 6 ins.	.11	.08	
r.c., 6 to 8 ins.	.12	.09	
TAXUS media hicksi, r.c., 6 to 8 ins.	.12	.09	
r.c., 8 to 10 ins.	.13	.10	
1-yr., X, 4 to 6 ins.	.16	.14	
1-yr., X, 6 to 8 ins.	.18	.16	
1-yr., X, 8 to 10 ins.	.20	.18	
TAXUS media kelseyi, r.c., 4 to 6 ins.	.11	.08	
r.c., 6 to 8 ins.	.12	.09	
1-yr., X, 4 to 6 ins.	.17	.15	
TAXUS—TALL, NARROW, HARDY MEDIA varieties to replace the soft hibernica (Irish yew). Photo print and descriptions sent on request.			
A r.c., 4 to 7 ins., \$2.00 per 10; \$17.50 per 100			
B 1-yr., 2 1/2-in. pot, \$5.00 per 10, \$20.00 per 50			
C 6-yr., XXX, 12 to 18 ins., \$12.50 per 10			
D B&B, 24 to 30 ins., \$6.50 each 1-4; \$6.25 each 5-10			
E B&B, 30 to 36 ins., \$7.50 each 1-4; \$7.25 each 5-10			
F B&B, 36 to 42 ins., \$8.50 each 1-4; \$8.25 each 5-10			
GRANDIFOLIA, Bigleaf Yew, A and C			
PILARIS, Pillar Yew, A only			
PYRAMIDALIS, Pyramid Yew, A, C, D, E and F			
ROBUSTA, Obelisk Yew, A, D, E and F			
SENTINALIS, Sentinel Yew, B only			
STRICTA, Narrowbush Yew, A, D, E and F			
VERIDIS, Grass-green Yew, A, D, E and F			
Each—Per 10 Per 100			
VIBURNUM burkwoodi, 2 1/2-in. pot	\$0.30	\$0.25	
VIBURNUM thierum, gr., 2 1/2-in. pot, 8 to 10 ins.	.75	.60	
VIBURNUM sieboldi, gr., 2 1/2-in. pot, 8 to 10 ins.	.75	.60	
WISTARIA FLORIBUNDA, Jap. Wistaria root graft established in 2 1/2-in. pot (May)	.35	.30	
alba, white			
multiflora, lavender			
praecox (Isal), blue			
Rosea, pink			
Royal Purple, violet-purple			
Violaceaplana, dbie, violet			
WISTARIA multiflora, 1-yr. gr., 3-in. pot	.55	.50	
Visit our nursery. Map and directions on request.			
JOHN VERMEULEN & SON, Inc., Neshaic Sta., N. J.			
Phone: NEshanic 4-5211			
Althaea, Hibiscus syriacus.			
Eme Riegel, New, double white, 19 to 16 ins., \$1.50 per doz., \$10.00 per 100; 12 to 18 ins., \$3.00 per doz., \$20.00 per 100; 24 to 30 ins., \$4.00 per doz., \$30.00 per 100.			
Colie Mullins, Double, wine-red, good grower. Same sizes and prices as above.			
Pink Delight, Double, shell-pink, very fine, 10 to 15 ins., \$6.00 per doz., \$40.00 per 100; 18 to 20 ins., \$8.00 per doz., \$65.00 per 100.			
Bird of Paradise, Poinciana gliffen.			
Liners, 10 to 15 ins., \$1.50 per doz., \$10.00 per 100; large, 18 to 24 ins., \$3.00 per doz., \$20.00 per 100; 30 to 36 ins., \$4.00 per doz., \$30.00 per 100.			
Cassia corymbosa, Shower of Gold.			
Hardy in the south, 10 to 15 ins., \$1.00 per doz., \$6.00 per 100; 18 to 24 ins., \$1.75 per doz., \$12.00 per 100.			
Glorybower, Clerodendron trichotomum.			
A grand, small tree; new, unusual and hardy. A great landscaper item. Good in shade, 10 to 18 ins., \$3.00 per doz., \$20.00 per 100; 20 to 24 ins., \$4.00 per doz., \$28.00 per 100.			
Scarlet Wistaria Tree, Deubentonia tripetiti.			
Small tree, 6 to 8 ft., fernlike foliage.			
Hardy to Tennessee, 12 to 18 ins., \$1.50 per doz., \$12.00 per 100; 24 to 30 ins., \$2.00 per doz., \$20.00 per 100; large, 36 to 48 ins., \$4.00 per doz., \$30.00 per 100.			
Chaste Tree, Vitex agnus-caust.			
10 to 18 ins., \$1.00 per doz., \$5.00 per 100; large, 20 to 36 ins., \$3.00 per doz., \$15.00 per 100.			
6 at dozen rate; 50 at 100 rate.			
Send for our list.			
RIEGL PLANT CO., Experiment, Ga.			
MIMOSA OR SILK TREE			
Albizia julibrissin			
One of our most beautiful, medium sized trees. Ideal for parks, streets and general landscaping. Quick growth. This is fine stock, healthy and well grown.			
Per 100 Per 1000			
6 to 10 ins., liners	\$1.75	\$15.00	
12 to 18 ins., liners	2.50	20.00	
24 to 30 ins., liners	4.00	35.00	
36 to 40 ins., seedlings	10.00	70.00	
50 at 100 rate; 500 at 1000 rate.			
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Salix purpurea nana (Dwarf Blue Leaf Arctic Willow), 1-yr., 2 1/2-in. pot	\$15.00 per 100		
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**GAMMA RADIATION CHECKS CROWN GALL**

Because of its resemblance to cancer in animals, crown gall was chosen as one of the first subjects for study at the Connecticut agricultural experiment station, New Haven, under its contract with the Atomic Energy Commission which provides some of the funds for research on the effect of radiation on plant diseases. Crown gall has been shown to be controlled by exposure to gamma radiation, according to Dr. Albert E. Dimond, chief plant pathologist at the station. Experiments with crown gall during the past year were made on tomatoes, but the disease also affects apples, pears and a wide variety of other plants.

Tomato plants were inoculated with the bacterium which causes crown gall and then grown in a field at Brookhaven National Laboratory on Long Island, where they were continuously exposed to a source of gamma radiation located at the center of the field, a treatment similar to one used in cancer therapy. At the end of two weeks the plants were removed to a nonirradiated field and left to complete their growth. Despite the fact that the gall bacterium was known to be present, no crown gall appeared.

The question then arose as to whether the radiation was actually killing the bacterium or whether it was affecting the plant in some way so that it could not react to the bacterium. Ionization of any cell will stop cell division, and so it was possible that at least part of the control was due to the normal effect of radiation on the plant. In subsequent experiments in which individual gall bacteria were exposed to X rays in the laboratory, some of them lost their ability to cause galls in plants, showing that the bacterium itself was directly affected. In other experiments in which healthy plants were exposed to radiation, then removed from the radiated field, inoculated with crown gall and left to complete their growth without radiation, no gall developed. However, when bacteria were taken from these plants and placed in other plants which were at no point exposed to gamma rays, gall did form in the second group of tomatoes. Thus it was shown that, although individual gall bacteria may be affected by gamma radiation, radiation applied to infected plants affects the plants themselves and not the gall bacterium.



## GAINS IN RESEARCH AID PEACH PRODUCTION

Although weather is still the main factor in determining the size of the peach crop, improved varieties and important advances in cultural practices, and disease and insect control, are helping to stabilize yields of high-quality fruit. Surveying research gains, Dr. F. P. Cullinan, assistant chief of the bureau of plant industry, soils and agricultural engineering, United States Department of Agriculture, points out that a number of the varieties expected to make a good showing this year have come out of the federal-state cooperative breeding program within the past seven years.

One of the chief objectives has been to extend the production season with superior commercial varieties that ripen earlier or later than Elberta, the standard market peach. In making the crosses and selections from which the new varieties originated, the breeders have been guided by consumer preference for peaches with bright-colored skins, good size, firm flesh and sweet flavor.

Dixigem, Dixired and Southland are U. S. D. A. products that meet these objectives and are now widely planted in the southeast. Dixired and Dixigem bloom about the same time as Elberta, but ripen four to six weeks earlier. The first is a clingstone with a bright red skin. The second is a freestone with a yellow ground color and a light to medium red color over about half the skin surface. Both have a yellow flesh. Southland ripens two to three weeks before Elberta. The skin has a yellow ground color with a medium blush. The flesh is yellow, free and firm. All three of these new varieties are good shippers. Southland is also a good canning and freezing variety. Redhaven, developed by the Michigan agricultural experiment station for northern plantings, is another important early variety that ripens four to five weeks ahead of Elberta.

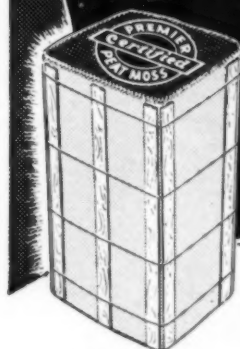
From the New Jersey agricultural experiment station have come Jerseyland, a solid red-skinned peach with yellow flesh, that ripens about four to five weeks before Elberta, and Laterose, a promising variety that ripens soon after Elberta. Goodcheer, introduced in 1947, ripens about ten days after Elberta. The fruit, medium-size to large, has an attractive red skin and firm yellow flesh.

The commercial season on the west coast will be extended by two clingstone varieties released by U. S. D. A. and the California agri-

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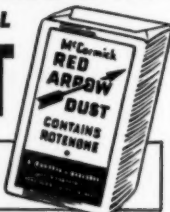
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cultural experiment station. They have been named Coronado and Vivian. The first ripens about ten days before Fortuna, the earliest commercial clingstone canning variety in California. Vivian, which matures about five days after Fortuna, will supply peaches during a period when no other commercial canning variety is ready for the market.

Recent research is giving a better understanding of the effects of pruning. The trend is toward less severe pruning of young trees, more cutting back and opening up the centers needed to produce quality fruit on older trees. The findings show that trees pruned while dormant produce the longest shoot growth and largest number of flower buds per foot. But in cases where weather and other factors delay the operation until after dormancy, the studies indicate it is better to prune late, about a month after bloom if necessary, than not to prune at all.

Fruit thinning is now an established practice in the commercial peach orchard. Research shows that, in general, the earlier the variety, the greater is response to early thinning. Chemical blossom sprays have not been completely worked out for the peach orchard. Results with different chemicals under trial vary. Brush brooms made from prunings are being used advantageously to thin blossoms on early varieties in the south. They are not recommended in areas where frost thinning is still a possibility. Poles of various kinds are used to jar small branches before and during the June drop. In the Pacific northwest some orchardists are using spray equipment, a single nozzle spray gun opened to its narrowest stream, to "water-thin" blossoms.

The trend is toward less cultivation in the peach orchard. The specialists now recommend cover crops that can be seeded in late summer and grown through winter and early spring when the cover will not compete with the trees for water and nitrogen. Where erosion is a problem, growers are advised to use mulch.

For highest-quality peaches, fertilization studies indicate the soil nitrogen level should be neither extremely high nor extremely low. High nitrogen detracts from color in the Elberta, Sullivan Elberta and Belle varieties but not in Halehaven and Dixired. High nitrogen and moisture reduce sugar content and flavor and result in easier bruising. Tests so far indicate that nitrogen sprays, such as urea, are of doubtful value on peaches. A series of experiments at the U. S. D. A. experi-

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ment station, Beltsville, Md., indicated that Elberta trees fertilized with nitrogen early in October produced peaches of better color than those fertilized at other periods in the year. Both size and yield of peaches were greatest in plots where one-third of the nitrogen requirement was applied in October, one-third in March and one-third in June.

Virus diseases now causing highest losses to the peach crop are phony peach disease in the southeast, peach mosaic in the southwest, western X in the northwest and eastern X and yellows in the northeast. Identification of the large leaf hopper as the vector of phony peach disease is a definite advance in its control, says Dr. Cullinan. All varieties in the southeast appear susceptible to phony peach disease and losses from this source are estimated between 60,000 and 100,000 trees annually. This loss is costly.

Brown rot, which now costs about

\$6,000,000 annually, would cost ten times that amount if present sulphur sprays were not used. Dr. Cullinan says there is strong evidence that present losses can be cut further by widespread use of multiple sprays during the blossoming season. A possibility for reducing losses even more lies in the development of a spray to eliminate mummies, or rotted peaches, where the fungus overwinters in the orchard.

New knowledge of the role that winter temperatures play in peach production in the south is coming out of research at Fort Valley, Ga. U. S. D. A. studies there show the differences between present commercial varieties in the amount of chilling required to break the rest period for normal fruiting. Many varieties grown in that area needed about 1,000 hours below 45 degrees Fahrenheit to bring about the end of the rest period, and February 15 is the critical date for the accumulation of chilling hours.

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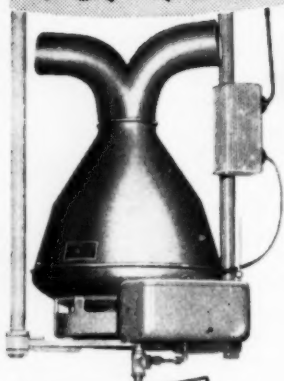
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Two popular varieties of Chrysanthemum maximum have come from F. G. Read, of the Deopham Nurseries, Norfolk, England. These are the widely grown Esther Read and the less common Horace Read. A third member of the family now joins them, named Jenifer Read.

The last-named was first shown to the floral committee of the Royal Horticulture Society in 1951, when it was selected for trial at Wisley, and already considerable quantities of this novelty have been exported to America. The flowers are similar to Esther Read except that the yellow center is deeper and larger, but the habit is quite distinct. It makes a bush up to three feet in height and during comparative trials in 1949 is said to have produced an average of fifty marketable blooms per plant from rooted cuttings planted that March. During the summer of 1950 from rooted cuttings planted that February, it surpassed even the previous year's record, according to reports from its homeland.

One reason for the popularity of Jenifer Read is considered to be that it comes in just when the best of the Esther Read blooms are finished. In England the period of blooming is from July until September, after which Jenifer goes into a resting period for three weeks or so before making its winter foliage. It has been found harder in that country than Esther Read.

Like the other members of its family, it needs a well drained location. The soil does not seem to matter much so long as it is not overfertilized.

This novelty was raised from a sport from Esther Read and was subjected to several years' trials by the producer in order to establish its habit, growth and market possibilities beyond doubt.

### ROOT ROT CONTROL

Methods used to control severe root rot and to improve soil fertility at the Ashe forest nursery, Brooklyn, Miss., are described in a recent publication of the southern forest experiment station, United States forest service.

The authors, Drs. T. E. Maki and Berch W. Henry, are the two U. S. D. A. scientists who were in charge of the investigations that restored the huge forest service nursery to production. Dr. Maki is chief of the southern forest experiment station's branch at Gulfport, Miss., and Dr. Henry is with the division

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of forest pathology, U. S. D. A. bu-  
reau of plant industry, at Hatties-  
burg, Miss.

From the establishment of the  
nursery in 1936, root rot of unknown  
origin caused heavy cull losses of all  
four species of southern pines. Rest-  
ing the nursery during the war did  
not help, and in 1946 the forest  
service withdrew it from production.

In the next three years Dr. Maki  
and Dr. Henry grew over 3,000,000  
seedlings under various treatments  
and examined and tested over 200,-  
000 of them in the laboratory and in  
field plots. They finally developed  
three methods of control, of which  
the quickest and perhaps best is fu-  
migation of the nursery soil with  
ethylene dibromide applied in a  
twenty per cent (by volume) solu-  
tion at the rate of about thirty gal-  
lons per acre. A special tractor-  
drawn applicator was developed to  
apply this chemical.

Fall sowing controlled the root rot  
on longleaf pine, but cannot be used  
with other species of pine, which are  
normally sown in the spring. Appli-  
cation of 135 cubic yards of sawdust  
per acre (a one-inch layer) also re-  
duced the disease materially.

Costs of fumigation in 1948 were  
about \$50 per acre, or 5 cents per  
thousand seedlings produced.

The cause of the root rot remains  
undetermined, but the authors be-  
lieve that a nematode-fungus com-  
plex is involved.

Soil fertility studies, carried on si-  
multaneously with the investigation  
of root rot, showed that the Ashe  
soils were seriously short of organic  
matter and phosphorus. Treating  
the soil with a combination of saw-  
dust, ammonium nitrate, superphos-  
phate and muriate of potash greatly  
increased the size and the number of  
the seedlings produced, and im-  
proved their survival and vigor after  
planting.

Detailed schedules of soil fertility  
treatments are given in occasional  
paper 119, which is available on re-  
quest to the Southern Forest Experi-  
ment Station, 2026 St. Charles ave-  
nue, New Orleans, La.

CHANGE of address has been an-  
nounced by Lester Perry for Sun-  
shine Nursery Gardens, Ogden,  
Utah, which has been moved from  
2150 Washington boulevard to Grant  
avenue.

NEW address for the nursery of  
Foster L. Fawcett, formerly located  
at Farmington, Mich., is 10105  
Elizabeth Lake road, Route 5, Mil-  
ford, Mich.

## Make Money Every Time You Make This Simple Test

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ments of \$6.75 each.

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3-in., \$4.00 per 100. Prepaid. Bulk prices, \$18.00  
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1335 W. Randolph St. CHICAGO 7, ILL.

## RED CEDAR GERMINATION

[Continued from page 8]

ing, the flats were placed in a cold-frame, protected by a board cover during the winter months.

Satisfactory seedling stands were secured the first spring after plantings made from April 4 to September 7 inclusive. Few additional seedlings can be expected the second spring from such plantings. On the other hand, seeding as late as October 6 to March 3 resulted in limited seedling production the first spring, but additional seedlings appeared the second spring. These effects were predictable on the basis of the experimental results described above, states Miss Barton, explaining: "When an insufficient amount of warm weather follows planting, the cold of the winter afterripens only those seeds with permeable coats, usually a small percentage of the entire lot. Another summer is then required for making the coats permeable before the winter temperatures can afterripen the embryo. When, on the other hand, plantings are made to insure four to eight weeks of warm temperature, which permits the soil microorganisms to render all seed coats permeable, afterripening of all seeds can be effected the following winter. It should not be overlooked that a winter temperature of at least 5 degrees centigrade is necessary for breaking the dormancy of the embryos after the coats have been made permeable. Also, it should be emphasized that 1 degree centigrade is less effective than 5 degrees centigrade. If possible, the ground in which the seeds are planted should not be allowed to freeze. If it is necessary to store the seeds for a considerable length of time before planting, they should be kept at low temperature, preferably below freezing. Some germination failures may be due to loss of viability before planting. Detailed data on the keeping quality of juniperus seeds are not available."

PAUL SHAMBURGER, Tyler, Tex., was re-elected a director of the Lone Star Steel Co. at the annual stockholders' meeting, April 15, at Dallas.

FORMERLY at 403 Southwest Forty-third street, Oklahoma City 9, Okla., Meinhardt Greenhouse has been moved to 612 Southwest Fifty-second street.

ANOTHER branch of the Blalock Nursery Co., Dallas, Tex., was opened recently at Bonham, Tex.



## LAYERING PLANTS

[Continued from page 7]

Baccharis halimifolia.  
Betula—15 species.  
Caragana—eight species.  
Carpinus—four species.  
Cercis—two species.  
Clethra fargesi.  
Corylopsis—three species.  
Cotoneaster—nine species.  
Eucommia ulmoides.  
Euonymus—12 species.  
Fothergilla monticola.  
Gaultheria veitchiana.  
Halesia monticola.  
Juglans regia laciniata.  
Lonicera—12 species.  
Magnolia sargentiana.  
Malus hupehensis.  
Planera aquatica.  
Prunus—many species.  
Rhus—many species.  
Sassafras albidum molle.  
Staphylea colchica.  
Stewartia monadelphica.  
Stranvaesia davidiana.  
Styrax—two species.  
Tilia—two species.  
Ulmus—many species.

## ANTHRACNOSE CONTROL

New methods to control raspberry anthracnose, a disease that frequently causes nearly complete crop failures, have come from work at the Ohio agricultural experiment station, Wooster.

Raspberry anthracnose is most damaging to black raspberries, but often damages red and purple raspberries during wet seasons, according to H. F. Winter, station pathologist. Anthracnose symptoms include spotting of canes, leaves and berries and blighting or dieback of canes and fruiting shoots.

Dr. Winter says tests during the past season show that prebloom and postbloom, in foliage sprays, definitely help control anthracnose. These are his recommendations: Apply a liquid lime-sulphur spray of eight gallons in 100 gallons of water at the delayed dormant or bud-break stage. Follow this with two applications of Ferbam, two pounds to 100 gallons of water. Make one Ferbam application just before blossoms open and another two weeks later.

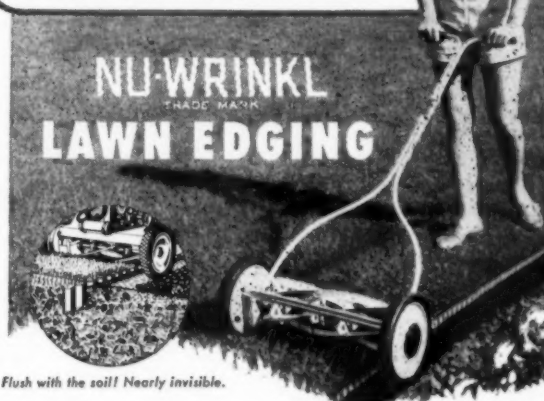
He adds that removal of "handles" of young black and purple tip plants at planting time and weed control also are recommended anthracnose control measures.

BECAUSE of the expanding volume of business, Premier Peat Moss Corp., New York, N. Y., has enlarged the space used for its administrative operations from one to three floors at its New York offices.

NEW at Mesa, Ariz., is a nursery recently opened by Henry Gutierrez.

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## BETTER LIVING

[Continued from page 14]

planting of these small lots should be done to make use of all possible space and to make the area seem larger. Large trees should be avoided, as they will dwarf the house and lot. The medium and smaller trees will give a much better effect, whether for shade or framing of the house. Make use of open lawn areas, with all plantings at the edges, and keep the areas as simple as possible. This openness and simplicity will give the appearance of greater space. And remember that the home grounds planting is not a collection of many and expensive plants; rather, it is a place of relaxation and recreation for the homeowner and his family and should be so planned and planted.

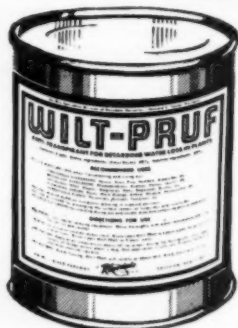
Here are a few general suggestions which you might follow in your own work for your own advantage.

1. Plan and plant your own nurseries—especially the area around the buildings and along the highways and roads.
2. Work for an all-year-long attractiveness of your nurseries, not only at rose or chrysanthemum time.
3. Plan and plant demonstrational areas so that the public can see what effects are possible with your plants. Let your potential customers see what plantings of borders, screens, hedges, groups, mass, specimen plants, etc., really look like. Those plants will appear much different in a demonstrational planting than in your nursery rows.
4. Make proper use of plant materials according to their individual characteristics.
5. Keep up with architectural changes requiring changes in types of plant materials, and always be ready for any planting job.
6. Plan and plant according to the general style of the street or neigh-

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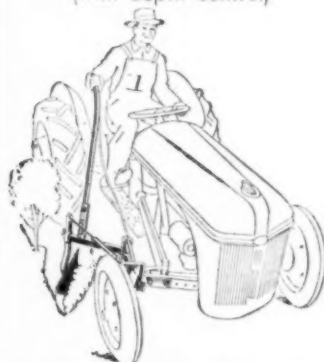
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One man can do the work of  
many. For almost all makes of  
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borhood. Just as in dress style, there should be some similarity in the plantings of a given neighborhood. Plenty of variation is possible within such broad limits.

7. Do not become overstylized in your planting. Too often a nursery unconsciously gives itself a trademark by always using certain plant materials in a definite manner. Good though it may be, a little variety would make for greater interest in all the plantings.

8. Remember to watch the plants for size, form, color and texture, and use them accordingly.

If each one of you does his level best to live up to his moral responsibility and give your customers the best in plants, landscape design and service, you will do your bit to add to our better living in America.

#### WAYS OF WEED CONTROL

The increasing dependence upon chemicals for controlling weeds in agricultural crops has tended to mean less use of the cultivator for this purpose, but experiments at the Connecticut agricultural experiment station during the past three years show that the cultivator is not ready for retirement. Results show that, aside from its merits in destroying weeds, cultivation definitely steps up crop production. According to Dr. C. L. W. Swanson and H. G. M. Jacobson, of the station's soils department, soil on cultivated corn plots showed improved structure and better aeration than that on plots treated with the chemical weed killer, 2,4-D. The better aerated soil released more nitrogen to the plants, which produced a larger yield.

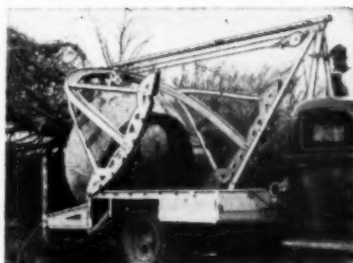
While the experiments were not designed to compare the efficiency of the two methods in controlling weeds, but only their effect on crop growth and soil tilth, observations did show that weed mortality on the 2,4-D plots was lower.

Despite the favorable results with cultivation, however, there is some evidence that it can be overdone. Soil examination of the corn plots under continuous cultivation for three years showed that, in areas where the tractor wheels had traveled many times, structure was poorer than in the spots where the wheels did not strike.

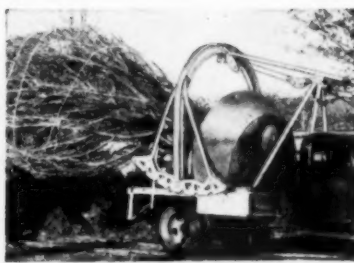
From the past three years' work it would appear that in hot years, with rains which are heavy when they do occur, cultivation is essential. In years when weather conditions are more favorable for crop growth, some cultivation will give better results than reliance upon chemical weed killers alone.

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### SELLING A GOOD LAWN

[Continued from page 13]

tucky blue, creeping red fescue, Colonial bent, U-3 Bermuda, yes, and even Elk-16 creeping bent mowed 1/2 inch high. With samples like that, which you should grow yourself, you are bound to inspire confidence in you and your service. Certainly you will have to know the merits of each and the requirements for their care. But you can do it.

Have you ever seeded a lawn contrary to nature in May or June and have it all go to crab grass? Then have to go back and do it over? Did you know that for 1 cent a square foot for material you can gas the soil and kill all weeds except white clover and buckhorn? There are certain precautions that must be taken to protect the public when handling the deadly methyl bromide chemicals. It is an added service that you can sell your customer and make a profit.

### Stay Green in Midsummer

Why do most lawns burn out in midsummer? Lack of water? No. Lack of plant food? Yes. Continuous watering to keep grass green will result in a weaker stand of grass than one that only nature waters. Around Gary, Ind., the soil is very thin. It loses plant food quite quickly. It runs out of nitrogen, and the plants have the appearance of needing water. The more water applied, the more quickly the plant food will be lost. To overcome this, feed the grass starting June 1 at monthly intervals with water-soluble chemicals such as Rapid-Gro or Hyponex, or dissolve Vigoro 48 hours in water. Feed the clear liquid through a Gaatz sprayer attached to the end of a garden hose. There is evidence to show that one pound of fertilizer in water will give results equal to three pounds of dry fertilizer. Any dry fertilizer is tricky to use in mid-

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summer. There is less chance of burning with liquid mixtures.

If you will think of feeding a new lawn like feeding an infant—of spoon feeding—you will be on the right track. Remember that there is a terrific battle in the soil for the plant nutrients. The net result on most new lawns is that the soil and the bacteria take up the plant food before the new grass has a chance to get started. That is why light, frequent applications of plant food applied in water make a lawn stay green in midsummer. Let me say that we are doing all of our fertilizing of two 18-hole golf courses with a large power sprayer. We can feed 40 greens with a crew of five in seven hours' time with hundreds of golfers on the courses.

#### Minimum of Water

Standing in an implement dealer's store the other day I heard these remarks: A landscape planter asked the dealer if he had any kind of aerifier. The answer was no. The man said he had to have one for his business. People are just as much sold on aerifying lawns as they are on feeding. They are demanding that service. If you do not have an aerifier, or if you do not offer it for sale, you are passing up a sure profit maker. When plant roots can get air, they can better use the plant food applied. Water can get in and not run off. I know that many of you have seen turf so dense that water would run off it as off a tin roof.

One more hint on selling a good lawn job of lasting beauty. Floor covering in the house is much to be compared to a lawn covering the yard. Both add to better living. What will floor covering cost? Nine dollars a square yard would not be enough in many of your customers' homes. How long will it last? With a couple of children tracking in grit, it will look sad in five years. Yet we try to sell at 7½ to 10 cents a square foot. No wonder the buyer is dissatisfied and we are going broke. We have not had the customer put enough money into his lawn to make him have a personal interest in it. A man's interests go with his money. Get all you can, but give him the value of lasting beauty and you will have more customers than you can handle.

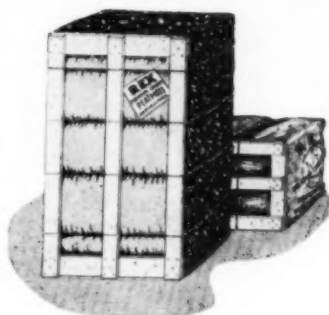
EMPLOYED by John Vermeulen & Son for the past two years, Walter J. Kostra has started the Kostra Nursery in partnership with N. Nazaro, on Woodfern road, Neshanic Station, N. J.

FROM CUTTING . . .  
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Special Prices on Carload Quantities.

Size	Approx. Wt. per 200		Top Dia.	Bot. Dia.	Ht.	Price per 100 Regular	Price per 1000 Regular	Price per 100 Heavy	Price per 1000 Heavy
	Regular	Heavy							
No. 0	20 lbs.	50 lbs.	4 ins.	3 1/2 ins.	4 ins.	\$2.75	\$25.00	\$3.75	\$35.00
No. 1	30 lbs.	70 lbs.	6 ins.	5 ins.	6 ins.	4.00	37.50	5.25	50.00
No. 2	48 lbs.	110 lbs.	7 ins.	5 3/4 ins.	8 ins.	4.50	42.50	5.75	55.00
No. 3	60 lbs.	140 lbs.	8 1/2 ins.	6 1/2 ins.	9 ins.	5.00	47.50	6.25	60.00
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500 or more take 1000 quantity price. Send 50c for one set of Samples.

All Shipments F.O.B. No. Tonawanda, N. Y.

Less than 100 pounds take 100-lb. freight rate.

Terms: 2% Cash with order. Net 30 Days.

Packed 100 and 200 per carton.

**MENNO S. MENNES NURSERIES**

Phone LUDlow 4444

**NORTH TONAWANDA, N. Y.**

## BETTER SALESMANSHIP

[Continued from page 12]

land are from five to 10 times the 1937 figures.

Furthermore, the amount of effort put forth by the retailer has a profound effect upon the volume achieved. Thus, stores which offer the service, but do not push it, report sales are up to 3 per cent of total sales. Those which are aggressive in its use report gains up to 5 to 10 per cent of total sales.

Why the sudden stress on this service by the consumer? Part of it may be accounted for by the stimulus offered by the last war. The consumer found it a convenient way to buy and has continued the practice. The inability of the young housewife to leave the home during the day is also another significant reason.

Of what value is this to you as nurserymen? Briefly this: You should recognize that telephone selling can increase your profits with a slight degree of adaptation. Assuming that this is true, it then becomes important to distinguish among the various types of telephone selling to select the one for the nursery.

The most common form of telephone selling is used whenever the nurseryman waits for the consumer to take the initiative and call in her requests. This is often in response to advertisements and indicates that the consumer is subject to suggestions. But the big disadvantage to the nurseryman of this form of selling is that it tends to be sporadic. Therefore, a more consistent and profitable form of telephone selling must be utilized if it is to be of any considerable value.

This may be accomplished in two ways. First, you should recognize that all consumers who have taken the initiative to call in for a particular item are in a receptive mood for suggestions of other items to be purchased. Thus, if she telephones

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Slashes costs of digging and transplanting below half. 3 minutes to install on Ford or Ferguson tractor with Wagner W-3 loader.

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an order for the latest floribunda rose, you should suggest some item such as fertilizer which can be used to cultivate the rose properly. Furthermore, you may also suggest items which are not directly related to the culture of roses, but which you believe will be of interest to her. That this procedure is not used to any considerable extent is obvious to every nurseryman when he analyzes the size of his telephone orders. It may be noted in passing that the time and effort required to sell these additional items are negligible compared to the contribution that can be made to the sales volume of the nursery.

But not all prospective customers call in their requests for nursery stock. How, then, may they be contacted and made more profitable customers? Perhaps the simplest method is to suggest tactfully to them when they are in the nursery that you would appreciate having the privilege of contacting them whenever you believe that you have an item that would particularly interest them. The same privilege can be secured from your regular customers through a telephone conversation. Every woman welcomes the opportunity to improve her gardens and thus will welcome your calls.

#### Two Important Rules

Two rules of conduct, however, are important. You must gain the confidence of the customer by stating that you will call at a convenient hour. But, more important, you must point out to her the advantages of this method of purchasing. The opportunity to be the first in the neighborhood to have the latest rose creation appeals to all true flower growers. Furthermore, the opportunity to be among the first to select from your latest stock will also be welcomed. Thus, although she may not buy the items without actually inspecting them, she is lured into the nursery by your vivid descriptions of the new creations.

Although all of the above techniques can be used, the degree of success attained depends to a large extent upon the application of several rules. One point is clear: Unless the nursery establishes a reputation for fair dealing, few people will be willing to order merchandise without inspecting it. Nursery stock generally carries no well-known brand name, and therefore the personal integrity of the nurseryman is an important factor. His honesty, as always, is the best policy.

Furthermore, telephone selling differs from personal selling in sev-

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**WONDER DUST**  
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NOW CONTAINS..... **NEW ARAMITE 15W**

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FOR RED SPIDER  
Protects against Black Spot • Midge Thrip  
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A formula used on 5000 roses, 300 evergreens, other display plants in our famous Glendale Garden with "best results we've ever seen."

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Effective on evergreens, roses, shrubs, all outdoor plants and flowers.

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eral important ways. In the first place, the salesperson must be thoroughly acquainted with the merchandise and should be able to create a clear mental picture in the mind of the customer. The information must be specific, and it must be presented clearly. Thus, clear and specific phrases pertaining to the merchandise, rather than meaningless adjectives, are most important. For example, in describing the All-America rose, Peace, the salesperson should state that the flower in full bloom measures five inches in diameter rather than that it is an extra-large rose when in bloom. Also, it may be a hardy rose, but if it is described as one that can withstand the rigors of Michigan winters the customer has a much clearer picture.

#### Salesperson Must Know Stock

It is clear, therefore, that the salesperson must have a complete and thorough knowledge of the stock before a satisfactory presentation can be made. This cannot be picked up, but the nurseryman must provide specific information about each item that is carried. Ample information can be obtained from the manufacturers of the merchandise, as well as from the nursery association, concerning the stock which you carry. This should then be presented to your salespeople, and they should be encouraged to become familiar with the data, else all your efforts spent in fathering the material will be wasted. A large part of the responsibility for having the salespeople become acquainted with these selling points rests with you.

Several other fundamental points concerning telephone selling must be reviewed. One of the chief differences between telephone selling and over-the-counter selling is the complete reliance upon the customer's mood or type solely by the sound of her voice. Furthermore, she must receive a visual image of the item being sold. Therefore, in order to create these mental pictures, clear, concise, convincing sales presentations must be made without the advantage of having the customer view the merchandise.

In order to present these mental pictures the salespeople must give clear and specific statements about the product. For example, instead of describing Mrs. Miniver rose as a fairly tall plant, a clearer picture is created if it is stated specifically that it is about 30 inches tall. Furthermore, rather than say it is a beautiful rose, it should be described as a cardinal-red rose with an odd rare fragrance. These the customer can

visualize, and the image thereby created is particularly alluring. In order to do this, it is apparent that the salesperson must have a thorough familiarity with the most popular items sold in the nursery.

However, a complete and thorough knowledge of the merchandise is not sufficient. The sales presentation must be made quickly. Description must be concise and yet clear. All questions raised about the product should be answered with as few words as possible. Also, the salesperson must be able to take the orders quickly because the customer resents any delays which occur. You must remember that she is using this method of purchasing primarily for its convenience, and therefore any undue delays will not be tolerated.

In addition, the salespeople must develop a "listening" ear. This is important, because every customer resents the request that she repeat her part of the conversation. Closely allied to this point is the necessity that the salespeople enunciate clearly and speak slowly in order that the customer understand each word that is spoken. It must be remembered that it is through the spoken word only that you can convey your enthusiasm for the merchandise. It is through the same spoken word that you will be able to sell your personality, which is an all-important ingredient in every sales conversation. Thus, if you are inclined to speak rapidly, you must strive to speak more slowly and to enunciate more clearly when selling over the telephone.

Finally, one other principle of telephone selling must be mentioned. We have all heard that a smile is a tremendous asset. This is particularly true in telephone selling. Although the customer may not see it, she will sense it in the tone of your voice as you open the conversation. A pleasant initial greeting does much to place the customer in a receptive mood for suggestions which will lead to increases in sales.

If telephone selling is used and used intelligently, it is one of the most successful means of removing competition. The customer welcomes the convenience that it offers. It strengthens her ties with the nursery that offers her this service. She soon develops the habit of calling in about the latest creations in the nursery field. Although she may not always order over the phone because of a desire to inspect the merchandise, she will take this initial step which will motivate her to come

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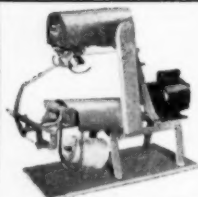
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cut flowers and bunch vegetables at a  
great saving of time, money, twine.

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later to the nursery. Thus, you should not consider telephone selling in its more narrow interpretation. Rather you should view it as a means of tying the customer to your nursery through the good will that you have created. Furthermore, when sales are actually made via the telephone, suggestive selling can be used to an advantage if the above principles are applied. Remember, the customer is in a receptive mood for suggestions when she is buying, and it is your responsibility to recommend all items which will enable her to get the most satisfaction from her purchase.

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Mulching with high-nitrogen hay is a highly effective way of applying essential nutrients to trees, plant scientists of the United States Department of Agriculture have found. The results of a study begun in 1948 indicate that the first year's output from high-nitrogen hay mulch provides a substantial, if not complete, supply of nutrients for tree growth when there is adequate rainfall for the mulch to decompose.

C. P. Harley, H. H. Moon and L. O. Regeimbal found that trees showed marked improvement in growth the first year after mulching with 1,000 pounds of air-dry hay per tree. The hay was made from orchard grass that had been fertilized during growth with 300 pounds of ammonium nitrate per acre. The mulch was applied in June.

Following mulching the second year with an additional 200 pounds of high-nitrogen hay per tree, the trees became outstandingly vigorous and productive. They were easily marked in the orchard by their luxuriant dark green foliage, increased growth and heavy set of fruit. Nitrogen applied in this form has not affected the bright red color of the apples.

The hay-mulched trees were superior to trees in the same orchard that had been given wheat straw mulch with supplementary nitrogen, equal to that contained in the hay, for the past seven years.

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EUROPEAN and CANADIAN  
PEAT MOSS**  
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**BRUCO Peat Moss Corp.**

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